

Celia F. Lucas

Vice Chair, U13 Girls Team Manager
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Celia Lucas has established a highly successful track record in marketing management positions in a wide variety of industries including horticulture/Conrad Fafard Inc., photofinishing/Gretag Imaging, energy efficiency programs/Applied Proactive Technologies, and not-for-profit membership and program development/U.S. Tennis Association of New England as the Director of Marketing. In addition, Celia is also the creator and owner of Kale Soup Marketing in Ludlow, MA.

Born and raised in Ludlow, MA, where she currently lives with her husband and two daughters, Celia holds a BSBA and MBA in Marketing from Western New England University. In addition, she has a certification on Negotiations and Collaborations from the Woodstock Institute for Negotiations.

Celia is a licensed soccer coach, coaching youth soccer for 11 years and served as Secretary of Ludlow Youth Association for 3 years. She is currently the Youth Team Manager for the Western Mass Junior Pioneers Soccer Club, and serving as their Vice Chair. She is also an assistant coach for the Lusitano Women's Summer Soccer team. In addition, she coaches Bidy-Ball Basketball for the Ludlow Boys and Girls Club during the winter months.

Celia's other passion is tennis. Serving as the creator and Director of the Western Mass Tennis Association, Celia was instrumental in starting the first combo league in New England, which now boasts 10 women's teams in Western Mass. Her enjoyment of the sport has led Celia to coach kids' tennis in Ludlow and to be instrumental in creating clinics for adults at the Ludlow Tennis Club. As a result, two new teams now participate in USTA League Tennis. Celia possesses a PTR Recreation Coach Certification and coordinates USTA Jr. Team Tennis in Western Massachusetts with over 400 children (see wmtennis.com for more information).