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Behind the Scenes With Simon Cowell's Right-Hand Woman

6:22 PM PST 12/7/2011 by Shirley Halperin

Syco Entertainment's global head of media, Ann-Marie Thomson, launched "The X Factor" all while handling 500 front-page stories a year, teary contestants and cranky reporters.

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Control Room

"No scripted tweets here, it's terrifyingly in real time," says Marc Scarpa, producer-director of the Pepsi-sponsored *X Factor* live preshow. Thomson has played an active role in the show's digital initiatives, though she cautions, "I'm not one of the experts by any stretch, but I'm frequently calling on them."

STORY: How Simon Cowell's Right-Hand Woman Handles His Empire and Ego

PHOTOS: 2011 Women in Entertainment Power 100



THE *Hollywood* REPORTER

Photo by: Jessica Chou

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