

# Alabama Governor's Conference on Tourism

## August 29-September 2, 2009

### Point Clear, Alabama

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#### **“The Brave New World Traveler2.0”**

**Speaker: David Stutts and David Griner**

**Monday, August 31 12:45-2:30 PM Grand Ballroom**



**David Stutts**  
**VP/Director of Brand**  
**Planning**

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When your car needs an oil change, do you really care about an oil's revolutionary microscopic soot particle suspension system? Or would you rather just know which oil matches best with your vehicle and driving style?

David Stutts has devoted his career to uncovering consumer truths and building lasting brand strategies for clients large and small. For Pennzoil, that meant helping create the category-altering Pennzoil strategy that talked to consumers about the actual way they drive versus the category norm of talking about thermal protection, viscosity breakdown and the most recent "breakthrough" product formulation.

David joined Luckie & Company in 2004 as Director of Brand Planning, and he has since helped build and improve brand images for the likes of Regions Bank, Alabama Department of Tourism, BlueCross BlueShield of Alabama and McKee Foods' Little Debbie and Sunbelt brands.

During his career, David has developed strategies for selling products ranging from Motorola microchips to seats aboard Southwest Airlines.

Prior to joining Luckie, David helped shape brands at GSD&M, Leo Burnett Technology Group and WestWayne for Texas Tourism, Walmart, Chili's, Larry Mahan Boots, Publix Super Markets, carorder.com, Denny's and Coors to name a few.

