



**Tad Hutcheson**

Vice President of Marketing  
AirTran Airways

Tad Hutcheson, vice president of marketing, joined AirTran Airways in 1997. Hutcheson oversees marketing, sales, advertising, promotions, corporate communications, media relations, charitable giving, community relations, partnerships, frequency programs, the credit card program and the company's Web site, [airtran.com](http://airtran.com).

Prior to AirTran Airways, Hutcheson served as director of strategic planning and later vice president of marketing for KIWI International Air Lines. Hutcheson also worked in both the planning and marketing departments at Delta Air Lines where he served on Leadership 7.5.

A native of Lookout Mountain, Tennessee, Hutcheson graduated from The McCallie School in Chattanooga. He received a bachelor of arts from King College of Bristol, Tenn., where he majored in both French literature and business administration. In addition, Hutcheson completed international marketing studies at St. Peter's College, Oxford University, and the International Business Institute in Europe. Hutcheson also earned a master of business administration from Wake Forest University in Winston-Salem, North Carolina.

As a public speaker, Hutcheson has delivered key addresses and lectures at the Florida Governor's Conference on Tourism, IEG Sponsorship Conference, The Wharton School of Business, Emory University, the Public Relations Society of America Conference, and for the American Association of Advertising Agencies.

A resident of Alpharetta, Georgia, Hutcheson is a graduate of Leadership Atlanta and serves on the Boards of the Atlanta Business League, the Atlanta College of Art, Junior Achievement of Georgia, Leadership Atlanta, Travelers' Aid of Metropolitan Atlanta, the Georgia Chamber of Commerce and the Metro Atlanta Chamber of Commerce. Hutcheson is a member of The Church of the Apostles and is the recipient of several professional awards, including two Rising Star awards from Travel Agent Magazine.