LEVIATHAN

LEADERS

Chad Hutson in
Chief Executive Officer

As Leviathan's Chief Executive Officer, Chad facilitates creative strategy and all key business developments for the specialized creative agency, including managing the company's overall operations. His efforts have led to client relationships with Nike, D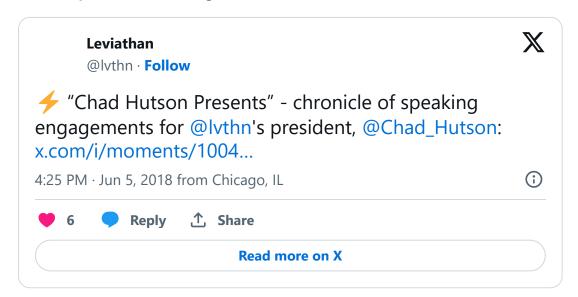isney, Google, Kohler, McDonald's, Universal, Northwestern Mutual and Airbus among others. In 2019, he was appointed to the Board of Directors for the Society of Experiential Graphic Design (SEGD).

Chad previously co-founded digital creative agency eatdrink in 2002, which merged with Leviathan in 2012. Over the years, that firm produced breakthrough broadcast and interactive work for an amazing roster of brands and agencies. His prior experience includes highly productive stints with experiential marketing firm MC2 as an entertainment and technology project manager, and with leading Hollywood post-production sound company Soundelux as operations manager.

A native of the Southeastern United States, Chad earned his Bachelors of Recording Industry Management at MTSU. A presenter at SXSW 2014 and 2015, Chad has also spoken at many other high-profile events, including Apple's Design Lab series, InfoComm, TIDE, the American Marketing Association's High Five Conference, VCU Brandcenter's Friday Forum series, and numerous SEGD events.

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Leviathan
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⚡ "Chad Hutson Presents" - chronicle of speaking engagements for @lvthn's president, @Chad_Hutson: x.com/i/moments/1004...

4:25 PM · Jun 5, 2018 from Chicago, IL   ⓘ

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Public Speaking Engagements (see more details on these presentations)

July 13, 2021
Baby Got Backstory Podcast

Featured Guest: [BGBS 072: Chad Hutson | Leviathan | The Business of Creativity](#)

June 17, 2021
AV3
Panelist: [What's Next for Digital Signage?](#)

August 19, 2020
Experience by Design Podcast
Featured Guest: [How a Music Tour Launched an Experiential Company: Experience by Design](#)

June 19, 2019
Apple Design Lab, Chicago
Speaker: [Digital Installations with Chad Hutson of Leviathan](#)

June 5, 2018
2018 TIDE Conference, Las Vegas
Speaker: [The Balance of Power: Fun, Learning and Engagement Across Disciplines](#)

May 16, 2018
2018 TIDE Conference Preview Webinar
Host: [Keeping Spaces Fresh with Generative Art](#)

Dec. 15, 2017
PROJECTS A Sixteen:Nine Podcast
Featured Guest: [150 Media Stream - Chad Hutson](#)

Nov. 16, 2017
2017 LDI Conference
Panelist: [The Experiential Marketplace: Art and Science](#)

July 13-14, 2017
SEGD Xplorer, Chicago, Illinois
Speaker: [Traditional/Generative Content Development](#)

Feb. 10, 2017
VCU Brandcenter, Richmond, Virginia
Speaker: [Friday Forum Series](#)

Oct. 28, 2016
SEGD Xlab, New York City
Speaker: [Experiential Content: Connecting to Place](#)

Oct. 12, 2016
Columbia College Chicago
Panelist: [Creative Careers in Tech](#)

Sep. 22, 2016
SEGD Chicago
Speaker: [20x20 @Designtex](#)

June 4-10, 2016
InfoComm 2016, Las Vegas, Nevada
Speaker: The Exceptional Experience in Practice: What's Missing From the Picture?

June 16, 2015
InfoComm 2015, Orlando, Florida
Future Trends Presenter: Leviathan's Guide to Immersive Content

June 6, 2015
2015 SEGD Experience Chicago Conference, Chicago, Illinois
Presenter: [Museum of Science and Industry (MSI) Tour with Leviathan](#)

March 16, 2015
SXSW Interactive, Austin, Texas
Panel Discussion: [Forget Screens: Immersive Content Lives Everywhere](#)

Feb. 26, 2015
High Five Conference, Raleigh, North Carolina
Breakout Presenter: [Wow with Purpose: Balancing Experiential Content and Technology](#)

Mar. 8, 2014
SXSW Interactive, Austin, Texas
Panel Discussion: [Wrapping the World with Light](#)

Nov. 6, 2013
Leovative 2013, Leo Burnett Chicago
Interactive Installation: [Leviathan 2013](#)

Aug. 6, 2013
Leo Burnett 78th Anniversary, Chicago, Illinois
Interactive Installation: [Presentation: "The Ghost Box Project"](#)