

Steve Chandler, TMP -- Owner/Brand Strategist

Steve Chandler is a career place marketing strategist. With over 20 years experience in strategic planning and brand development for local, regional and national brands, his emphasis is connected to the branding and marketing of cities, counties, downtowns, and regions. Steve has been a part of over 120 place marketing projects in over 27 different states.

Steve started in the world of marketing and branding through stints at traditional branding and advertising agencies working on classic national packaged goods brands. His time and interest turned to the branding and marketing of places fifteen years ago and he's never looked back. Steve's professional passion is 100% dedicated to the discovery and crafting of places so they can have success in attracting visitors, residents and economic development. Today, Steve applies his classic marketing, place branding and digital savvy backgrounds to Chandlerthinks, an agent-based strategic marketing and branding firm that helps communities tell their story and find direction.

Destination branding and marketing

Some of Steve's more recent place branding and strategic planning work can be seen in what is taking shape in the following communities:

<ul style="list-style-type: none">• Rowan County, North Carolina• Macon, Georgia• Kentucky Lake• Seguin, Texas• Ennis, Texas• Lake City, South Carolina• Danville, Kentucky• Currituck Outer Banks, North Carolina• Independence, Missouri• Lake Guntersville, AL	<ul style="list-style-type: none">• Saint Charles, Missouri• Columbia, Tennessee• Apex, North Carolina• Louisiana's Cajun Bayou (LaFourche Parish)• Jefferson, Wisconsin• Henderson, Kentucky• Bowling Green, Kentucky• Cedarburg, Wisconsin• Columbus, Georgia
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A recognized voice on destination marketing

Many regional and state organizations have asked Steve to speak to them about tourism marketing and destination branding success. Some of those organizations are:

- Missouri-Arkansas-Kansas-Oklahoma Chamber Convention
- Oklahoma Travel Industry Association
- South Carolina Governor's Conference on Tourism
- Mississippi Governor's Conference on Tourism
- Tennessee Hospitality Association Conference on Tourism
- Georgia Municipal League of Cities
- Southeast Tourism Society's annual Marketing College (2014 – 2019)