



Doug Smith

Vice President of Strategic Partnerships

Lutzie 43 Foundation

Doug Smith is an award-winning speaker and seasoned professional with a passion for personal development and public safety. Since 2017, Doug has worked across the Transportation & Logistics industry and now serves as Vice President of Strategic Partnerships at the Lutzie 43 Foundation, where he leads strategic partnerships to promote safe driving through the nationally recognized 43 Key Seconds initiative.

With over 25 years in Training & Talent Development, Doug has inspired audiences from classrooms to large auditoriums nationwide. His mission is to help individuals uncover their potential, embrace servant leadership, and make intentional decisions—on the road and in life. Doug's compelling storytelling and real-world insight make him a relatable and impactful speaker. He connects with students, corporate teams, and community leaders to foster lasting behavioral change.

At Lutzie 43, Doug collaborates with federal and state agencies, including FMCSA, Alabama DOT, Georgia DOT, the American Trucking Associations and variety of corporate partners to expand the initiative's reach. He also helps lead Safe Driving Summits and scholarship programs that empower young drivers.

Outside of work, Doug is committed to service—through local initiatives, being a foster parent, and mission work in Honduras, Haiti, and South Asia. He resides in Chattanooga, Tennessee, advocating for safer roads and stronger communities.