Mintel Appoint David Luttenberger as Global Packaging Director

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Maintaining their continued investment in global packaging expertise, Mintel is delighted to announce the appointment of new global packaging director, David Luttenberger. David has nearly 25 years of diverse packaging experience, and in his new role at Mintel, will be responsible for putting the business and innovations of packaging in context with the consumer, brand, retail, designer and converter landscapes.

â€œIâ€™m thrilled to be joining Mintel as theyâ€™ve long been regarded as an authority on packaging insight and innovation,â€ David. â€œI look forward to putting my background and expertise to good use in continuing to grow Mintelâ€™s global profile within the packaging space.â€•

Davidâ€™s previous work runs the packaging gamut from ideation and innovation to environmental responsibility to design. He has keynoted packaging congresses around the world, and has presented to hundreds of Fortune 1000 CPG, retail, agency, and converter companies. He is quoted often by trade and business publications and has been recognized by PTIS as a â€œTop Packaging Thought Leader.â€•

Julie Lizer Cook, global director of research at Mintel, added:

â€œIn addition to his wealth of experience, David brings a great deal of passion about the role of packaging in our clientsâ€™ businesses. Heâ€™s a perfect addition to our team of experts who work enthusiastically to offer inspiration and insights to our clients.â€•

David is certified by the Institute of Packaging Professionals as a Certified Packaging Professional, and earned the coveted â€œLifetimeâ€• status in 2010. He previously worked for 10 years as the Director of Packaging Strategies. David is a retired U.S. Marine, serving 23 years, including combat tours in Beirut, Lebanon.