

David Dix

Co-Founder and CEO of Luminous Strategies



David Dix is Co-Founder and CEO of Luminous Strategies. His passion for politics and public advocacy is made evident by the more than 20 years he has dedicated to forging broad and meaningful relationships with Republicans and Democrats alike, from across the nation.

In his role with Luminous Strategies, David leads the strategic visioning as well as the day to day operations of the firm's government relations division. At both the state and federal level, David manages client needs by advising corporate, nonprofit, educational and governmental stakeholders how to navigate the political and legislative process. David strives daily to develop innovative approaches to civic engagement, advocacy and government relations.

Prior to forming Luminous, David served in various key roles for Pennsylvania Governors Tom Ridge and Mark Schweiker. David performed, supported and promoted the successful outcomes of PA House Majority Leader Dave Reed and current Pittsburgh Mayor Bill Peduto. In 2005, David led the Republican Diversity Committee where he directed the national effort to organize and elevate the political voice of minorities.

By 2007 David made a profound political transition by supporting President Barack Obama's first campaign for President. He steered the fundraising efforts in Pennsylvania by serving as a Finance Director for Obama for America (OFA). Of his many accomplishments with this historic campaign, David is most proud of hosting the unprecedented and groundbreaking "High Volume, Low Dollar" fundraiser for the first time in Philadelphia that became the staple of President Obama's fundraising strategy.

David went on to collaborate with the White House and advocacy organizations such as Green for All, 1Sky, and the League of Young Voters to design a national environmental policy agenda. His efforts led to the development of federal policy that culminated in the American Clean Energy and Security Act (ACES); moving through the House and the Kerry-Boxer Climate bill getting out of Committee.

David continued to support President Obama by serving on the OFA National Finance Committee and Co-Founding Generation FortyFour (Gen44), a council that empowered a rising generation of leadership for individuals under 40 years old in support of President Obama's 2012 re-election campaign.

In 2010, David was motivated to unite his career experience with his passion for politics and public policy to launch Luminous Strategies. Since its inception, Luminous has quickly risen to prominence, now holding the distinction of being the largest African American owned lobbying firm in the Commonwealth of Pennsylvania.

As a level-headed supporter of both sides of the aisle, David made recent headlines when he hosted then presidential candidate Donald Trump in North Philadelphia for a meeting to discuss issues affecting African Americans. From that meeting, David forged a relationship with President Trump that has continued to develop.

A native of Erie, Pennsylvania, David studied political science and marketing at Indiana University of Pennsylvania where he was the Student Representative on the Board of Trustees. More Recently, David was nominated by Governor Tom Wolf as the Chairman of the Governor's Advisory Commission on African American Affairs (GACAAA). He also serves as Treasurer of the Community College of Philadelphia Foundation Board (CCP), Co-Convener for the Philadelphia Community of Leaders (PCoL) and holds life memberships in both the National Association for the Advancement of Colored People (NAACP) and Alpha Phi Alpha Fraternity Incorporated.

David currently shares time between the birthplace of American Democracy, Philadelphia and the Sweetest Place on Earth, Hershey Pennsylvania.