

Debbie Wilson Bio

A native of Florence, Alabama and a graduate of the University of North Alabama, Debbie has been around the music industry since high school. Her first job was as a DJ and first job out of college was as a radio news reporter for WQLT, a radio station owned by Sun Records founder, Sam Phillips. She entered the hospitality industry in Los Angeles for the Westin Bonaventure where she worked in the public relations department and served as the location manager for the hotels for films and commercials. After returning to Alabama Debbie worked as Marketing Director for the Alabama Music Hall of Fame and then went on to serve 20 years as the Convention and Visitors Bureau Director for Florence and Lauderdale County. She was called to Montgomery by State Tourism Director Lee Sentell to work on special projects, including music promotions in the state and to serve as the Manager for the state's Welcome Centers. In 2017 she returned home to dive into the revitalized Muscle Shoals Sound Studio as the Executive Director. She has helped spearhead several regional, national and international music and tourism projects such as The Americana Music Triangle, speaking in London for the first ever Music Tourism Conference about the project, and during Covid she worked with a group to create Nashville's Big Back Yard.