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Prior to joining Brunswick Insight in January of 2017, Travis worked for Heatly Custom Research where he focused on consumer insights and conducted research using several qualitative methods. Travis' expertise includes media analytics as well as both quantitative and qualitative research methods, and his experiences vary from conducting research that guides narrative and message development to assessing the impact of rising societal issues.

Travis has a M.S. in Marketing Research from the University of Texas at Arlington and holds a B.A. in Marketing and Management from Texas Tech University.

