



Originally from Leesburg, Georgia, **Lauren Phillips** graduated with a Bachelor in Fine Arts in Communication with an emphasis in public relations from Valdosta State University.

After college, Lauren interned for an image consultant and a brand director in Atlanta, believing that one day she would be a publicist; but it was through her brand director where she learned research would take her on a journey she'd never imagine.

Lauren later returned to South Georgia where she worked on quantitative and qualitative research projects at her home town's #1 news station, WALB and a year later, the #1 news station in Columbus, GA, WTVM. After Lauren's time in Georgia, she relocated to Dallas to continue her career in analytics with the ABC station for Dallas-Fort Worth, WFAA, and eventually made a pivot from TV to tourism with Visit Fort Worth where she now serves as the Director of Research.

Now as a Fort Worth resident, Lauren serves on the Jubilee Theatre Board, the Travel and Tourism Research Association Board for the Central States, and she is a co-founding member of the DFW WIRe (Women in Research Events) chapter. Her latest accomplishment has been graduating from Leadership Fort Worth's Leading Edge Class in May 2020.

In her free time, she enjoys watching *The Real Housewives of Atlanta*, riding her bike along Fort Worth's Trinity River, and taking advantage of FaceTime with her nieces in Georgia whenever possible.