



2025 Page Annual Conference



Travis Parman
Chief Communications Officer,
U.S.,
Phillip Morris International

From managing ninja reconnaissance budgets to being yelled at by CEOs in four languages, Travis Parman has racked up his fair share of distinguishing experiences as a chief communications officer for some of the world's top companies when they needed counsel most.

As a three-time expat, Travis' corporate communications journey has taken him through the worlds of

automotive, financial services, homebuilding, AgTech and new nicotine. He's known for transformational yet pragmatic strategies marked by a calm-in-chaos approach and the executive courage to serve as "chief truth-teller" to senior management.

Travis most recently served as the chief communications officer of PMI U.S., which is on a mission to improve public health by offering FDA-authorized products that are better alternatives for those who use traditional tobacco. Previously, Travis served as Chief Communications Officer at the sustainable food start-up and B Corp, AppHarvest—taking the company public with board members including Martha Stewart and J.D. Vance.

Travis worked for nearly a decade across the Renault-Nissan-Mitsubishi Alliance, building a disciplined communications function to align with business objectives. His accomplishments at Nissan included high-profile projects such as being on the forefront of promoting electric vehicles, aggressive labor organizing campaigns and most notably—managing the chaos that enveloped the company following the arrest of Nissan's chairman, Carlos Ghosn.



Prior to his Japan expat assignment, Travis was based in Paris as VP, International Communications and Performance, at Renault where he led regional communications teams as the group entered China and India and increased presence in Latin America and northern Africa. He implemented an enterprise-wide metrics dashboard to drive better decision-making.

Earlier in his career, Travis held leadership positions driving communications strategy around product and brand growth at the PulteGroup, Ally Financial, General Motors and Lockheed Martin. He's a member of the Arthur Page Society, a trustee of the Institute for Public Relations, a board member of the Women's Business Development Council and a PR Week "40 Under 40" honoree. He has served as an adjunct professor for international and intercultural PR and as a national professional adviser to the Public Relations Student Society of America. Travis holds a master's degree in communications management from the Newhouse School of Public Communications at Syracuse University and a bachelor's in communications from the University of Tennessee—where he was the national president of PRSSA.

Travis and his Navy-enlisted husband enjoy cooking together and—most of all—going on crazy adventures with their rescue dog, Stevie (Nicks), in an effort to make her the most spoiled pet in the Western Hemisphere.