

Small Biz Boot Camp for Entrepreneurs, Freelancers, Clinicians and Non-Profit Innovators

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As a teacher, executive, blogger and consultant, Travis White has worked in marketing and organizational development since 1978. As an executive, he has helped lead companies through myriad transitions including mergers, acquisitions, technology migrations, spin-offs and IPOs. He has held C-level positions at several technology companies, including JD Edwards, Lawson Software, Datria and Solbourne Computer. Travis produces articles on strategy, innovation, branding and critical thinking for his website. His consulting clients include small to medium software companies that are experiencing growth pains as well as a broad range of companies that wish to innovate more effectively. Travis enjoys outdoor sports, including bicycling, snowshoeing and hiking. He has climbed some of the highest mountains in Colorado, Mexico and Ecuador. In 2011, he bicycled across America, starting in Astoria, Oregon and finishing, seven weeks later, in Portsmouth, New Hampshire. He used the ride to raise \$31,000 for the National MS Society. Travis holds a PhD in information science and education from the University of Denver where he is now an Adjunct Professor.

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