



TRAVIS PARMAN

CHIEF COMMUNICATIONS OFFICER



Travis Parman is Goodyear's Chief Communications Officer, leading the Global Communications function to support business objectives with intentional communications strategy.

Parman has more than 25 years of experience in communications, having held leadership roles in a range of industries, including the automotive sector. Most recently, Travis served as Chief Communications Officer for PMI U.S., where he established a new communications function following the formation of the U.S. business, developing a mission-driven narrative focused on public health and government relations.

A three-time expatriate with assignments in the United Kingdom, France and Japan, Parman brings a globally-informed perspective and strong track record of building and leading large, high-performing communications teams.

Parman holds a master's degree in communications management from Syracuse University and a bachelor's degree in communications from the University of Tennessee. He is a member of the Page Society for chief communications officers and serves as a trustee of the Institute for Public Relations.