

**Craig Travis**

**Vice President - Recruiting, Personal Branding & Candidate Marketing**

“Everyone has a story so tell yours compellingly,” advises Craig Travis, leading personal branding and candidate marketing expert, especially known for his highly effective, commanding communication style that has been referred to “as bold as it is innovative.”

Noted for his keen insight, creative approach and in-depth understanding of the emerging job market, he is particularly proficient defining candidates’ brands and successfully marketing clients to win the finest positions throughout the U.S. and abroad. He has redefined the way candidates are perceived and marketed, and is widely respected for helping candidates establish, build, market, and polish their brand to clearly stand apart from others.

An accomplished writer, career planner and public speaker, Craig is the foremost creator for Sequence producing exceptionally powerful candidate marketing materials, including customized resumes, cover letters, biographical and professional profiles, project lists and portfolios, social media and web content, and other vital personal brand marketing materials for career-minded individuals in a wide array of occupations and industries.

He is deservedly acknowledged for providing an exceptional level of service and expertise at Sequence in the recruitment, branding and marketing of candidates for the core enterprises responsible for planning, building and maintaining our nation's communities, infrastructure, natural resources, and environment.

Craig previously held leadership positions with the U.S. House of Representatives, California State Assembly, Hawaii State House of Representatives, Republican National Committee, Republican Party of Hawaii, and the California Department of Insurance. He is also an avid LAA Angels baseball fan.

Sequence is the premier executive search and recruitment firm committed to providing recruiting and career planning solutions to the construction, environmental, GHG/climate change, sustainable energy, and engineering industries throughout the United States and around the world.