



## TRAVIS W. MARTIN

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### OVERVIEW

Travis Martin is a national litigator who is obsessively focused on his clients and their successes. As a former in-house counsel for two publicly traded companies, Travis understands that companies are not in the business of litigation. Litigation, rather, is an unavoidable consequence of operating in a global economy. It, therefore, must be handled effectively, efficiently, and in full alignment with clients' larger business objectives.

For nearly four years, Travis advised deputy general counsels, general counsels, and senior leaders on broad-ranging national and, in some instances, global litigation, primarily in the areas of product liability, commercial disputes, and multi-jurisdictional mass tort actions. In total, he has managed thousands of cases and more than 30 law firms litigating matters across the United States.

Not one to sit back, Travis was directly involved in preparing witnesses, analyzing documents, and developing litigation and trial strategy for his clients. In particular, he devoted substantial time to the development of company witnesses to testify in mass tort, products liability, and commercial matters. He also oversaw numerous projects in which he worked with outside counsel and others to collect and vet large volumes of documents for production in various types of litigation. In addition, Travis developed trial strategy for cases and spearheaded the implementation of that strategy by working collaboratively with outside trial counsel. In this regard, he developed an appreciation for the use of non-law firm vendors to enhance project efficiency.

Travis's in-house experience is invaluable because it reinforced the need to see through the lens of the client, apply lean principles and standard work to litigation matters of all types and sizes, and develop unique approaches to problem-solving.

Before moving in-house, Travis spent more than a decade as a litigator in a midsize Southeast law firm, where he handled a wide range of matters, including mass tort, product liability, medical malpractice, and sophisticated business disputes. Travis's broad spectrum of work allowed him to try cases before juries, judges, and arbitrators in North Carolina and to litigate matters across several states. During this time, Travis obtained an AV rating from Martindale Hubbell.

The practice of law is a second career for Travis, who spent six years in journalism, working for two daily newspapers. Travis believes that his work as a writer and editor, as well as his training in communications, have been important to his development as a lawyer.

A small-town person at heart, when not working, Travis enjoys spending time with his wife, children, and dogs, listening to (and occasionally playing) music of various genres, watching college football and basketball, and honing his golf game.

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### CREDENTIALS

#### EDUCATION

- ▶ J.D., Wake Forest University School of Law, 2002
- ▶ B.S., Appalachian State University, 1992

#### BAR ADMISSIONS

- ▶ North Carolina

## COURT ADMISSIONS

### U.S. District Courts

- ▶ Eastern District of North Carolina
- ▶ Middle District of North Carolina
- ▶ Western District of North Carolina

## MEMBERSHIPS AND ASSOCIATIONS

- ▶ American Bar Association
- ▶ North Carolina Bar Association
- ▶ North Carolina Association of Defense Attorneys
- ▶ Defense Research Institute

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## PRESENTATIONS

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- ▶ 2019 Defense Asbestos Litigation Seminar, In-House Counsel Roundtable, New Orleans, LA, June 27, 2019
- ▶ 2018 The Network of Trial Law Firms Litigation Management CLE Supercourse, *"We Can Work It Out: Strategies for a Successful Mediation,"* Half Moon Bay, CA, October 27, 2018
- ▶ 2018 Defense Asbestos Litigation Seminar, In-House Counsel Roundtable, Nashville, TN, June 28, 2018