



LEADERSHIP PROFILE

Travis Armstrong serves as Managing Director, Wealth Technology at Oxford Financial Group, Ltd. He leads Oxford's wealth technology strategy and roadmap, overseeing major platform initiatives, data and reporting, technology operations, cybersecurity and the responsible adoption of AI. Travis is a member of Oxford's Senior Leadership Team and chairs Oxford's Technology Committee.

Travis has extensive experience in wealth management platform development, data and reporting and technology operations. Since joining Oxford in 2015, he has held leadership roles across investment operations, data analytics and technology.

TRAVIS R. ARMSTRONG, MBA MANAGING DIRECTOR, WEALTH TECHNOLOGY



"At Oxford, I'm excited by what technology can make possible for our clients and the teams who serve them. Together, we're turning that potential into practical, scalable ways to engage with clients and deliver responsive service while protecting the information they entrust to us."

Before joining Oxford, he worked in investment advisory and financial advisor roles, focusing on how technology could strengthen internal operations and client engagement.

Travis holds a bachelor's degree in finance and economics from Trine University and an MBA from Indiana Wesleyan University. He actively participates in industry wealthtech forums, advisory groups and panel discussions on the strategic and practical use of wealth technology and AI.

The Master of Business Administration (MBA) is a graduate level degree providing theoretical and practical training for business or investment management.
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