

# **Brad Lawless**

**Minimalist & Simplification Expert at Simple Life Works**

Bentonville, AR, US

Helping People Live Simply to Simply Live

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## **Biography**

Since graduating from the University of Arkansas in 1995, Brad Lawless has worked in a variety of industries?from transportation to healthcare and higher education to retail/consumer packaged goods. Before any of that, however, he was an English major and lover of all things literary (and most things not?don?t get him started on pop culture trivia!) Throughout the last 20 years, Brad has seen himself firstly as writer and storyteller and secondarily as a programmer, higher ed administrator, small business owner. He?s earned a living from writing twice in his career?first as a technical writer at Tyson Foods and later as a freelance writer working for a number of different companies. He spends most of his time now communicating the value story behind Collective Bias and its content marketing programs to clients and potential clients. Emulating Hemingway and Raymond Carver, Brad passionately believes in writing stories defined by an economy of words and an abundance of emotional truth. He writes much less frequently than he would like at BradLawless.com and still has dreams of writing the great American novel?right after he finishes folding that big pile of laundry.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Writing and Editing, Social Media, Internet

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## **Education**

**University of Arkansas**

Bachelor of Arts English

**University of Arkansas**

Master of Information Systems Information Systems

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