BRAND USA

NEWS RELEASE

Brand USA's 2024 Board of Directors Announced

January 11, 2024

WASHINGTON, D.C. (January 11, 2024) — Brand USA, the nation's destination marketing organization, today shared the individuals who will make up its 2024 board of directors. Consisting of both newly appointed and re-appointed individuals, the board plays a pivotal role in steering Brand USA's mission and operations.

The 11-member board is appointed by the U.S. Secretary of Commerce in consultation with the U.S. Secretaries of State and Homeland Security. Each director represents a travel and tourism industry sector and can serve a maximum of two consecutive three-year terms.

The newly appointed [and re-appointed] members include:

- **State Tourism Office**: Mike Mangeot, Commissioner, Kentucky Department of Tourism *(New appointment)*
- **Travel Distribution Services sector**: Hari Nair, Global SVP, Lodging Partners, Expedia Group *(New appointment)*
- **Small Business or Retail sector**: Kristen Esposito, Principal, Esposito Global Partners *(Reappointment)*

Under the continued leadership of Todd Davidson, who will serve a second term as Board Chair, the organization is set to embark on its next chapter, undergoing a brand refresh and leading an executive search for the organization's next CEO.

"This is an exciting time for Brand USA. In 2024, a primary focus of the board's will be to identify a new CEO who can continue the incredible work started by Chris Thompson and guide us into the future," said Todd Davidson, Brand USA board chair and chief executive officer of Travel Oregon. "I'm honored to continue as Board Chair and lead this remarkable team through these transitions. Together, we are committed to ensuring the USA maintains its global competitive edge and that our mission remains unwavering."

Chris Thompson, who has led the organization for the past 12 years as president and CEO, expressed his enthusiasm for the continuation of Davidson's leadership, saying, "I have full confidence in Todd's ability to lead the Brand USA Board of Directors into the future, beyond my retirement. His dedication and vision have been instrumental in our creation and past successes, and I'm certain he will continue to guide the organization on a path of continued growth."

"Additionally, I'm thrilled to welcome the newly appointed members to the board. Their diverse backgrounds and expertise promise to bring fresh ideas and perspectives that will contribute to the continued success of Brand USA," said Thompson.

The complete list of the 2024 Brand USA Board of Directors and Current Officers:

- Board Chair: Todd Davidson, chief executive officer, Travel Oregon (State Tourism)
- Vice Chair: Donald Moore, senior vice president, business rental sales and global accounts, Enterprise Holdings, Inc. (Land or Sea Passenger Travel)
- Treasurer: Elliott Ferguson, president & chief executive officer, Destination DC (City Convention and Visitors' Bureau)
- Secretary: Allen Orr, Founder, Orr Immigration Law Firm (Immigration Law and Policy)
- Directors:
  Lauren Bailey, chief executive officer and co-founder, Upward Projects (Restaurant)
  Kristen Esposito, principal, Esposito Global Partners *(Small Business or Retail)*
  Mark Hoplamazian, president and chief executive officer, Hyatt Hotels Corporation (Hotel Accommodations)
  Mike Mangeot, commissioner, Kentucky Department of Tourism *(State Tourism Office)*
  Tim Mapes, senior vice president and chief marketing & communications officer, Delta Air Lines (Commercial or Private Passenger Air)
  Hari Nair, global senior vice president, Lodging Partners, Expedia Group (Travel Distribution Services)
  Stephanie Young, president, Disney Vacation Club, Adventures & Expeditions, and Enrichment Programs, Disney Parks, Experiences, and Products (Attractions or Recreations)

The Brand USA board of directors' spring meeting will take place on March 22, 2024, in Washington, D.C. To register for the virtual meeting or to view the 2024 schedule of board meetings, visit TheBrandUSA.com/about/directors.

***Editor's Note**: Headshots and bios are available for download from the website.*

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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