NEWS RELEASE

Brand USA Announces New Additions to Leadership Team

October 11, 2024

Brand USA, the nation's destination marketing organization, is pleased to announce several new additions to its leadership team. These four senior-level hires all report to President and CEO Fred Dixon and join other long-serving, senior leaders at the organization including Donald Richardson, Chief Financial Officer; Aaron Wodin-Schwartz, Chief Corporate Affairs Officer; Jake Conte, Senior Vice President & General Counsel; and Monica Lopez, Chief of Staff & Culture who recently joined in September. The search for a Chief Marketing Officer is ongoing.

The new hires begin this month in time for the start of Brand USA Travel Week UK & Europe in London, October. 21-24:

- **Angie Briggs, Senior Vice President, Industry Partnerships and Engagement & Chief Development Officer**
  Briggs will lead the partner engagement team with a focus on increasing value to new and existing partners while expanding relationships with corporate and destination stakeholders. A trusted industry leader, she brings a wealth of experience driving growth and engagement through strategic partnerships, business development, and marketing strategy across multiple verticals. Most recently, she served as Vice President, Industry Relations and Destination Engagement at the U.S. Travel Association.

- **Chris Heywood, Senior Vice President, Public Relations & Chief Communications Officer**
  In this new role, Heywood will serve as chief media spokesperson and lead global PR, communications, and media relations. He will spearhead efforts to elevate the U.S. as a leading travel destination through strategic storytelling, reputation management, media engagement, and leveraging pop culture. Most recently, he served as Senior Vice President, Global Communications for the Los Angeles Tourism & Convention Board.

- **Janette Roush, Senior Vice President, Innovation & Chief AI Officer**
  In this new position, Roush will lead the organization's AI strategy and innovation initiatives to pioneer new paths for consumer promotion, trade and partner engagement. Roush was previously Executive Vice President, Marketing and Digital for New York City Tourism + Conventions, is a LinkedIn Top Voice and an expert advisor for the European and U.S. cohorts of the Group NAO-initiated AI Opener for Destinations program.

- **Malcolm Smith, Senior Vice President, Global Markets & Chief Trade and Product Development Officer**
  In this new role, Smith will lead the global trade engagement team, oversee product development and new initiatives to attract international meetings, incentives and events. A seasoned leader in the international inbound industry, Smith previously served as Senior Vice President, Business Development and General Manager of IPW at the U.S. Travel Association, where he successfully led the largest inbound tourism trade show in the United States.

"I'm pleased to announce this expansion of our leadership team as we grow Brand USA's efforts in an increasingly competitive world. By investing in areas like global communications, trade and product development, MICE, strategic partnerships, and AI, we further our mission to grow inbound visitation and spending to benefit communities across the nation and keep Brand USA best in class," said Fred Dixon, President and CEO of Brand USA.

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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.