BRAND USA

NEWS RELEASE

New Staff Appointments Enhance Brand USA Infrastructure

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Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through cooperative marketing and promotional efforts continues to build a solid team, filling key positions with industry experts.

"We have assembled an extremely talented group of professionals to help drive Brand USA through the next phase of our organizational development," said Chris Thompson, Brand USA CEO. "At Brand USA, we are creating a culture that fosters collaboration, innovation and inspiration. Our latest hires will contribute to our on-going mission."

Recent additions include:

Patricia McNally, Director Partnership Services

McNally is responsible for the implementation of best practices in providing excellent service to Brand USA's marketing partners. McNally and the partnership services team work in collaboration with the partnership development team to provide seamless and personal attention to Brand USA partners with the ultimate goal of executing programs that maximize partnership efforts to increase international visitation to the United States and partner markets.

McNally brings with her more than 20 years of integrated marketing experience in the travel and tourism industry. During the course of her career, she has consulted with leading travel organizations like National Geographic, the U.S. Travel Association, and Southeast Tourism Society. McNally also led marketing communications and event projects for federal agencies including the U.S. Departments of Transportation and Commerce. Her industry career started in hotels (Marriott, Loews, and Fairmont), moved to attractions (Six Flags and Radio City Music Hall), then to destination marketing and international public relations companies. McNally's successes include the development of an integrated branding effort for America's Byways®, and successful initiatives resulting in partnerships with Mobil Travel Guides, National Geographic, Harley-Davidson, and American Greetings.

Tiffany Waddell, National Sales Manager

Waddell is responsible for building Brand USA's national sales team, leveraging partnerships with domestic stakeholders to attract increased private-sector funding and promoting the United States as a premier global tourism destination.

With more than a decade of experience in government relations and advocacy, Waddell brings a unique blend of experience in government relations and network of industry contacts. Most recently, she served as the National PAC Fundraising Director for Romney Victory. In this role, she was responsible for overseeing all aspects of PAC contributions to the campaign. Concurrently, Waddell served as the Director of the Majority Fund for the Republican National Committee. Prior to joining the Republican National Committee, she served as Manager, Political Advocacy at Printing Industries of America where she was responsible for educating more than 10,000 member companies on political and governmental activities through effective communications. Waddell also served our nation's first responders as Legislative Liaison and PAC Director for the National Fraternal Order of Police (FOP). While with the FOP, she provided full-service advocacy on behalf of law enforcement officers across the country. Waddell began her career at the American Hotel and Lodging Association, where she was a part of the government relations team serving thousands of hotel operators nationwide providing the foundation for her career in government relations.

Camila Clark, Director Marketing Communications

Clark is responsible for establishing and enhancing strong relationships with key stakeholders, including industry groups, partners, and industry leaders by designing and executing public relations and communications strategies, programs, and materials to support partnership initiatives, business-to-business marketing outreach, and other efforts that advance the mission of Brand USA.

An accomplished, results-driven communications strategist, Clark has successfully generated significant and sustained media coverage and enhanced brand awareness and positioning for travel brands and destinations by leveraging a strong combination of online and traditional channels, promotions, and events. Prior to joining Brand USA, Clark served as public relations and promotions manager for the Maryland Division of Tourism, Film and the Arts. In this role, she managed the global communications efforts to promote the state of Maryland as a world-class travel destination. Additionally, Clark was a board member for Capital Region USA (CRUSA), a tourism coalition comprised of the Virginia Tourism Corporation, Destination DC and the Maryland Office of Tourism Development. In her role with CRUSA, Clark oversaw multiple international public relations firms responsible for promoting Capital Region USA in key U.S. feeder markets. Prior to joining the Maryland Office of Tourism, Clark held various positions of increasing responsibility at Choice Hotels International, including manager of diversity PR and communications. During her tenure with Choice Hotels, Clark was instrumental in the launch of the organization's diversity initiatives, the highly successful "Thanks for Traveling" campaign immediately following 9-11, the worldwide rebranding of the iconic Comfort Suites, Comfort Inn and Sleep Inn brands, as well as the launch of Cambria Suites.

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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.