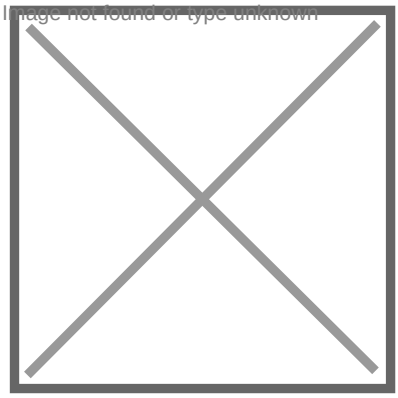
JACKIE ENNIS



Jackie Ennis is vice president, global trade development for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation's economy and enhancing the image of the USA worldwide. In this role, Jackie leads Brand USA's trade engagement and marketing efforts, manage Brand USA's global offices, and continue to effectively work to optimize trade and consumer reach around the world.

Jackie joined Brand USA in August of 2018 as senior director, global trade development after working as a consultant with the organization's global trade team and became instrumental in strategic development of our trade initiatives. Jackie was previously responsible for the international marketing strategy for the Massachusetts Office of Travel and Tourism. She also was the executive director for Discover New England, where she developed the successful business-to-business international marketplace which is considered one of the most valuable business opportunities for the New England hospitality industry in marketing the region to international travelers. Her other previous positions included principal of Ennis Marketing; director and international marketing manager for Vermont Department of Tourism and Marketing; and product manager for Saga Holidays.

An avid traveler, Jackie has lived in three countries as has visited 29 countries, 28 states, and the District of Columbia. She loves tennis and is semi-fluent in Spanish. She is married with two children.

Jackie received her bachelor's in international relations and Spanish from the University of Warwick, England.