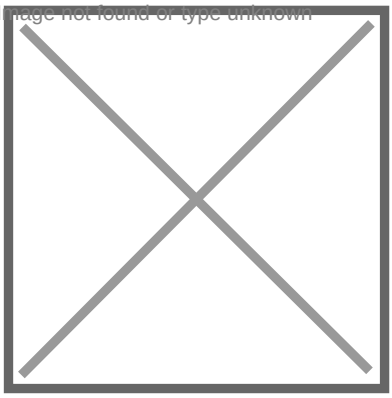
MIMI JUNG

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Mimi Jung is the Director, Branding & Design 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, Mimi manages the creation and execution of the strategic direction for corporate branding, trade and consumer campaigns, proprietary platforms and in-market initiatives. Responsible for creative design, Mimi focuses on enhancing the marketing communications strategies and programs related to Brand USA's business-to-business initiatives, leading with a branding refresh across all brands and proprietary marks.

Prior to joining Brand USA in August 2021, Mimi has been immersed in branding and design for the travel industry as she spent collective eight years working with U.S. Travel Association as their first in-house graphic designer and brand manager. Under her creative leadership, Mimi was instrumental in establishing standardized brand guidelines and refining the comprehensive visual brand strategy for U.S. Travel Association's overall communications campaigns as well as their annual signature events such as ESTO, the Educational Seminar for Tourism Organizations, and IPW, America's leading inbound travel trade show. Mimi's experience has also focused on corporate branding across global offices with proven experience in conceptualizing and executing omni-channel marketing campaigns with in-house creative and marketing teams at the headquarters for Gartner (formerly CEB). As a senior designer and creative leader who thrives in pushing creative potential, Mimi's creative ethos is firmly based on the wisdom of IBM's Thomas J. Watson Jr. who stated, "Good design is good business."

Mimi is fluent in Korean, plays piano and enjoys cooking and dining, live music and concerts, cultural and arts festivals, and any outdoor activity where she can bring her son and daughter along.

Mimi received her Bachelor of Fine Arts degree in Visual Communications from The Illinois Institute of Art-Chicago. As a true urbanite, Mimi has lived in Chicago, Los Angeles, New York, and claims Washington, D.C. as her hometown. Being rooted in travel and tourism, Mimi has visited as far as South Korea, South Africa, and several major cities throughout Europe with many more destinations to explore on her wish list.