DESMON HICKSON

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Desmon Hickson is Manager, Global Trade Development (APAC) 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, Desmon is responsible for supporting global marketing with creation of international programs and track, organize, and maintain the compliance of programs' activities.

Prior to joining Brand USA, Desmon worked as a travel consultant for InsideJapan Tours, producing customized itineraries for travelers to Japan, as well as time spent as a sales engineer for the Japanese manufacturer, Ryoden Corporation. He also runs his own web design business in his free time. Desmon received his bachelor's degree in Electrical Engineering from Temple University, with a concentration in Computer Engineering and a minor in Japanese.

Desmon loves everything to do with Japan, from speaking and reading Japanese in his free time to devouring tasty ramen. He is originally from Baltimore, Maryland, and has ventured to 24 states and four countries. His favorite travel memory was living with his host family in Japan and recommends the island nation as his favorite travel destination.