LISA TEJEDA

Image not found or type unknown

Lisa Tejeda is Senior Director, Global Trade Development (LATAM) 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, Lisa cultivates and maintains relationships with international Brand USA representation firms and partners in Latin America, seeks new trade opportunities, manages day-to-day operations including market activation, co-op marketing, and budget overview.

Lisa joins Brand USA with more than 17 years of experience in the tourism industry, working as a tourism consultant and a sales professional for Hospitality brands like AccorHotels Group, Hilton Hotels and Resorts and Meliá Hotels. Most recently, Lisa served as Senior Director of Tourism Development-LATAM at NYC & Company. She received her bachelor's degree in Hotel Management, with a focus on sales and marketing, from Pontificia Universidad Católica Madre y Maestra.

Lisa loves to travel. She is originally from Santo Domingo in the Dominican Republic, but currently resides in New Jersey, USA. It's impossible for her to pick a favorite travel destination since Lisa has ventured to 70 countries and 21 states and feels magic at every place she goes. Her favorite travel memory is taking her mother along for a tour of the west coast of the USA.