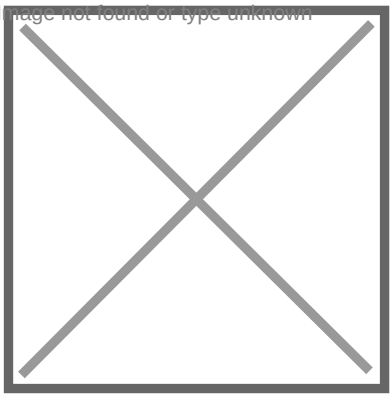
LAURA JACOBSON



Laura Jacobson is the Manager, Global Trade Development (UK, Europe & India) at Brand USA, the nation's destination marketing organization dedicated to promoting international visitation to the United States. In her role, Laura maintains strong relationships with Brand USA's international representation firms and trade partners across the UK, Europe, and India. She manages day-to-day operations and supports in-market representatives across all trade initiatives, including co-op trade marketing campaigns, familiarization trips (FAMs), sales missions, and other market-specific programs.

Originally from Lithuania, Laura lived and studied in Denmark, South Korea, and India, and has visited more than 40 countries. She now lives in New York City with her husband and two children. These professional and personal experiences have shaped her well-rounded global perspective.

Laura joined Brand USA from New York City Tourism + Conventions, where she worked on the Tourism Market Development team. There, she developed and managed a range of trade and partner programs and initiatives promoting New York City—its attractions, accommodations, and dining scene—as a premier destination worldwide.

Outside of work, Laura enjoys spending time in nature, hiking, biking, traveling, and exploring art.