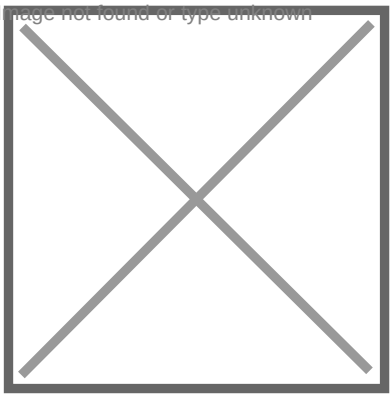
MATT NICOLETTA



Matt Nicoletta is the Senior Manager, Research & Insights at Brand USA, the nation's destination marketing organization dedicated to promoting international visitation to the United States. In his role Matt leads a performance measurement and reporting program aimed at optimizing international marketing activities and providing strategic insights to drive organizational growth.

Prior to joining Brand USA, Matt accumulated over 15 years of experience in the financial services sector, primarily focusing on managing digital marketing campaigns and business intelligence for The World Bank's credit union. His innovative approach and creative problem-solving skills were recognized when he was named a Trailblazer40Below by Credit Union Times in 2013 for his outstanding work in marketing analytics.

Matt holds a Bachelor of Arts in Language & International Trade from Clemson University, as well as an MBA and a Master of Science in Business Analytics from Georgetown University, reflecting his dedication to academic excellence and professional development.

Outside of his professional pursuits, Matt is actively involved in his community through volunteer work with Lab Rescue of the Potomac, where he has fostered more than 25 dogs. He resides in the scenic Shenandoah Valley in Virginia with his wife, Juana, and their two dogs. In his leisure time, Matt enjoys hiking, reading, and honing his skills in latte art.