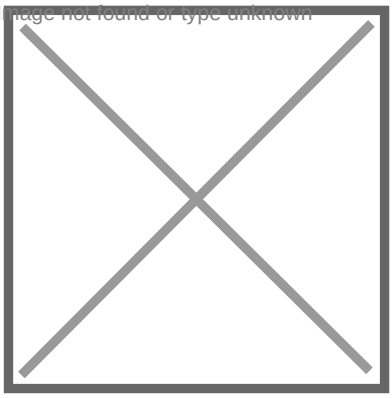
ANGIE BRIGGS

Image not found or type unknown



Angie Briggs serves as senior vice president of industry partnerships and engagement and chief development officer at Brand USA. In this role, she leads the partner engagement team with a focus on providing value to new and existing partners and expanding our relationships with industry stakeholders.

Prior to joining Brand USA, she served as vice president of industry relations and destination engagement at U.S. Travel Association from 2019 to 2024. Briggs evolved the association's value proposition and led comprehensive member programs, including the National Council of State Tourism Directors and DMO CEO Roundtable, and secured significant financial, in-kind, and time investments in support of the organization’s mission.

At Miles Partnership, she served as vice president of new business development from 2011 to 2019. Here she drove agency growth through strategic leadership and consistently exceeded financial goals for eight consecutive years. Her earlier career includes launching successful digital initiatives at TIG Global, where she built a new DMO division from the ground up.

Briggs began her tourism career at the Asheville Convention & Visitors Bureau, where she implemented marketing strategies to position Asheville as a premier destination and served as interim director during a key transition period. Throughout her career, Briggs has demonstrated expertise in fostering collaborations, driving organizational growth, and leading through change, with a consistent focus on professionalism, inclusivity, and attention to detail.

A graduate of North Carolina State University with a degree in Communication, her 30 years of experience is a combination of industry leadership and strategic vision.