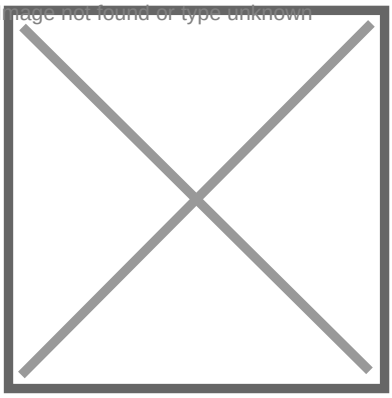
MALCOLM SMITH



Malcolm Smith is a Senior Executive in Global Markets, Trade Development, and Tourism Strategy with over 25 years of experience. As the Senior Vice President of Global Markets and Chief Trade and Product Development Officer at Brand USA, Smith leads a global team driving international engagement and inbound tourism.

Previously, Smith served as Senior Vice President of Business Development at the U.S. Travel Association, where Smith led the industry's marquee international inbound trade show, IPW, facilitating over 100,000 business appointments, which generated more than $5.5B in future travel to the USA.

Smith has a proven track record of success in the travel industry, with expertise in destination marketing at Travel Texas, hospitality sales at Kimpton Hotels, and strategic planning at Suncoast Global Strategy. Smith holds a Bachelor of Business Administration in Marketing from Texas Tech University and a Master of Arts in International Relations from St. Mary's University (TX).