JENNIFER TONG

As the Senior Director, International Public Relations, Jennifer supports Brand USA's global communications strategy, focusing on expanding relationships with consumer media and influencers to help proliferate positive storytelling and awareness of U.S. destinations. Jennifer also oversees a network of international agencies to maximize Brand USA's visibility and engagement across key global markets.

Previously, Jennifer worked at Los Angeles Tourism & Convention Board where she led the organization's international communications and media relations strategy across nine markets. She began her career in tourism at Visit Huntington Beach where she progressed through a number of roles within the organization, ending her tenure there as the Vice President, PR & Communications. In 2017, she was recognized as one of the emerging leaders in the travel industry, being awarded a "30 Under 30" title by the California Travel Association. Jennifer graduated from Chapman University in Orange, California with a Bachelor of Arts in Public Relations and Advertising.