JESSIE NEWCOMB, CPA

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Jessie Newcomb is vice president, finance & accounting for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort. In this role, Jessie leads Brand USA's accounting and finance department. Jessie joined Brand USA in October 2014 and has more than 15 years of professional experience in business operations, accounting systems, budget analysis and financial management. She has expertise in managing finances for international and domestic nonprofits.

Before joining Brand USA, she held consecutive positions as controller for two Washington, D.C.-based nonprofits: the American Geophysical Union, and the Council for Advancement and Support of Education. She has also been finance director at he American Educational Research Association. Newcomb has pursued a graduate-level business program at the University of Maryland's Robert H. Smith School of Business. In addition to other business and accounting coursework, she has an undergraduate degree in public administration from National Chengchi University in Taipei, Taiwan. She is also a certified public accountant. Jessie, who is originally from Taiwan, has seen much of the world—having visited over 20 U.S. states and over 40 countries.