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James P. (Jim) Evans | Chief Executive Officer

James P. (Jim) Evans is Chief Executive Officer of Brand USA, formerly known as the Corporation for Travel Promotion. Jim is an acknowledged industry leader in global hospitality with 30 years of experience in domestic and international sales and marketing, management and operations. Jim is widely recognized for his ability to build and lead dynamic teams, develop clear direction, achieve measurable goals and create deep value for his organization.

As president and CEO of Best Western International (BWI), Jim and his team revived the brand and its market position, recruited one of the best-recognized management teams in the industry, created greater unity among members worldwide and set a clear direction for the future. At the time of Jim's arrival, BWI suffered from a lack of definitive operating standards and consistency in its worldwide marketing message. Within two years of his arrival, he and his team created the highly successful advertising campaign, "The World's Largest," and instituted new marketing and branding standards on a worldwide basis, significantly expanding brand recognition and improving sales results.

During his career with Hyatt Hotels and Resorts, Jim held several executive positions including Senior Vice President of Operations and Senior Vice President of Sales and Marketing. In his sales and marketing tenure, he initiated an aggressive international marketing effort, adding sales offices in London, Tokyo and Munich. He developed a new international marketing plan directed towards Europe, Asia, Australia and South America. By Jim's departure from Hyatt in 1996, the company's level of inbound business had grown from just 8 percent to 20 percent of total room.

While serving as CEO for Jenny Craig International, Jim built a leadership team that took the company to unprecedented growth, increasing annual revenues from \$120 million to \$500 million and improving all key metrics. Major achievements included the establishment of a new customer rewards program (Jenny Rewards), the promotion of a home delivery service (Jenny Direct) and hiring spokesperson Kirstie Alley.

Most recently, Jim established Ardent Hotel Advisors (AHA) in 2006, where he served as CEO and Co-Founder. Operating as a resort and hotel management company, AHA was created to provide the best-in-class hotel management services to institutional and private owners. Increased sales and RevPAR growth and demonstrably higher revenues were a direct result of Jim's distinctive, results-centered management approach that emphasizes the promise of the brand, clear understanding of the market, creative thinking and planning, and aggressive goals.



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Chris Perkins | Chief Marketing Officer

Chris Perkins serves as Chief Marketing Officer of Brand USA, the new marketing organization charged with promoting foreign leisure, business and scholarly travel to the United States in order to maximize the economic and social benefits of that travel for communities across the country.

Chris brings to Brand USA more than 25 years of marketing experience for high-profile and high-potential global brands. He is a veteran of venerable agencies including Hal Riney & Partners, Ogilvy & Mather and Arnold Worldwide, where he has managed some of the world's most notable brands. Chris has played leadership roles in marketing platforms and campaigns for Wendy's, McDonald's, HP, Shell Oil, Jack Daniel's, Babies R Us, Chrysler and Jeep, and for tourism brands including Florida Tourism, Ohio Tourism and Utah Tourism. Throughout his career, he has traveled across the U.S. and abroad.

Most recently, Chris served as President and CEO of Blitz, a marketing company specializing in innovative communications platforms that build long-lasting connections between consumers and brands. In this role, Chris transformed the 50-person, 25-year-old media shop into a full-service, integrated marketing agency.

Chris has a B.A. in Communication from Michigan State University. He is on the Board of THINK Conservatory and Drumcircle Corp., a former National Kidney Foundation Board member, a frequent collegiate and conference speaker, and judge for the ADDYs and EFFIEs.

He lives in Washington, D.C. with his wife Misti, daughter Arleigh, and son Brennan.



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Paul A. Cerula | Chief Business Development Officer

Paul Cerula serves as Chief Business Development Officer for Brand USA, a public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. The program's activities will be funded through a combination of private sector investment and matching funds collected by the U.S. Government from international visitors who come to the U.S. under the Visa Waiver Program. Paul's responsibilities include developing the customized marketing initiatives that will generate the revenue necessary to enable federal funding, building a global representation network to promote the U.S. as the preeminent global tourism destination, and creating strategic partnerships to stimulate increased travel to the U.S.

Paul is a sales, marketing and business leader in the hospitality industry, widely recognized for developing and implementing visionary strategic plans while cultivating cross-discipline, top-performing teams that span the globe. As a senior-level executive at Marriott International, Inc., Paul served as a catalyst for positive change and growth. His skill set ranges from acquisition integration and global negotiations to corporate branding and dynamic public speaking.

Over his career at Marriott, which spanned more than 30 years, Paul has served in numerous roles. Because of the deep experience Paul gained from opening over 300 international hotels, he was selected in 2009 to develop and implement Marriott's comprehensive Global Sales Long Range Strategic Plan aimed at supporting the doubling of its hotels across Europe, India and China in five years. Simultaneously, Paul also served as Senior Vice President of International Lodging Sales & Marketing, leading Marriott's sales and marketing efforts across the Asia Pacific and Middle East/Africa regions.

For the 11 years prior, Paul directed the Field Sales Organization globally as Senior Vice President of International Lodging Sales for Asia Pacific, Caribbean/Latin America, Continental Europe, United Kingdom/Ireland, and the Middle East/Africa and led a highly profitable global sales and marketing restructuring in 35 markets worldwide.

As Regional Vice President of Sales & Marketing, he introduced Marriott's Golden Circle Awards, a premier incentive and recognition program which became the platform for Marriott's sales and marketing recognition program today.

Paul earned his Bachelor of Science in Hotel, Recreation, and Institutional Management from The Pennsylvania State University.



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Joel Secundy | Vice President of Strategic Outreach

Joel Secundy is Vice President of Strategic Outreach for Brand USA. In this role, he oversees communications and outreach to Brand USA's constituents in the travel and tourism industry, government and the media. Put simply, Joel's mission is to provide stakeholders with up-to-date information on Brand USA's goals, processes and achievements.

Joel brings a strong set of public and private sector experience. On the public sector side, Joel previously served as Deputy Assistant Secretary for Services at the U.S. Department of Commerce, International Trade Administration. In that role, he directed the Department of Commerce's efforts to enhance the competitiveness of the U.S. services industries, which account for approximately 80 percent of the private-sector economy of the United States. In that capacity he led efforts to develop trade policies, initiatives and programs aimed at ensuring the long-term competitiveness of the U.S. services industry. He also directed the analysis of trends affecting U.S. businesses across the full services spectrum ranging from travel and tourism to finance, logistics and supply chain. At the Department of Commerce, Joel also worked to ensure that U.S. businesses had competitive access to export finance through the Department of Commerce's representation on the Export-Import Bank, the Overseas Private Investment Corporation and the World Bank.

On the private sector side, Joel worked for 17 years in the financial services industry. He served as Vice President of Russell Reynolds Associates in the New York Financial Services practice, where he worked with key financial services clients including consumer banking companies, financial technology firms, hedge funds, funds of funds and global private equity firms. Prior to that, he worked for Citigroup as Vice President, National Business Development Manager for Business Banking and Deputy Chief of Staff to the Chairman and CEO of Citigroup's International Global Consumer Group.

Joel spent the first 11 years of his career with MBNA America Bank in a variety of roles, including Vice President for Customer Satisfaction and First Vice President, Senior Account Executive for sales, marketing and portfolio management for more than 40 of the company's oldest and largest U.S. affinity credit card programs.

Joel received his B.A. in Political Science from Morehouse College and his M.B.A. from Columbia Business School.



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Bryan L.G. Lewis | Vice President, Operations & General Counsel

Bryan Lewis is Vice President, Operations & General Counsel for Brand USA. Bryan directs the day-to-day operations of the organization where he oversees the human resources, finance, accounting and information technology departments and assists with the development of the organization's long-term strategy and objectives. He is also leading the development and implementation of Brand USA's in-kind contribution policy and serves as the staff liaison to the Finance Committee of the Board of Directors. Additionally, as General Counsel, Bryan is responsible for all legal matters of Brand USA, including governing policies, contracts and trademark protection.

Prior to joining Brand USA, Bryan worked for the U.S. Travel Association, a Washington, D.C.-based trade association committed to promoting and facilitating increased travel to and within the United States and representing all segments of the \$704 billion United States travel and tourism industry. In that position, Bryan served as the primary liaison between the President and CEO and all the association's departments. In an adjunct role, he was also involved with international market development projects for International Pow Wow as well as leading multiple missions of the U.S. Travel Association delegation to India.

Earlier in his career, Bryan managed two start-up travel companies in Chicago, Illinois and Boston, Massachusetts. Both of these companies focused on driving international in-bound travel groups to the U.S. As the manager of these operations, Bryan played a leading role in business development, day-to-day management and long-term strategic planning. He has been involved in numerous international sales missions and attended international travel conventions and tradeshow throughout the U.S., Europe and Asia.

A native of North Carolina, he earned his undergraduate degree in political science at Gordon College in Massachusetts and his law degree from Boston College. He is admitted to the bar in Massachusetts and the District of Columbia. Bryan resides on Capitol Hill in Washington, D.C. with his wife Marisa and twins, Isabel and Jack.