



Luke Hennig is director, partner operations for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort. In this role, Luke works with partners and rep agencies to collect and value all in-kind contributions for the Marketing team. He also liaises with the Department of Commerce and mitigates compliance issues to ensure submissions of in-kind contributions receive full Electronic System for Travel Authorization (ESTA) funds matching. Last but not least, Luke heads up partner tracking initiatives for Brand USA's Partner Services and Partner Engagement teams.

Luke joined the Brand USA team in March 2014 as Coordinator, In-Kind Contributions. In this role, Luke helped Brand USA reach its goal of raising \$70 million in in-kind contributions for both FY14 and FY15 by creating efficiencies in document submission processes to shorten the path in unlocking matching funds. Along the way, he has developed fruitful relationships with worldwide media companies, rep agencies, DMOs and other trusted partners. Prior to joining Brand USA, Luke was an Advertising Coordinator at The Washington Post, where he helped launch startup businesses as a member of the New Ventures team. Luke earned his Masters in International Affairs at U.C. San Diego's School of Global Policy and Strategy. Prior to that, he earned his Bachelors degree in English from the University of Wisconsin-Madison. Having grown up in Minnesota, Luke enjoys participating in Project Time Off by

vacationing in the north woods of his home state, canoeing and fishing in the pristine lakes, miles away from his iPhone and laptop! When he's not taking in Mother Nature, Luke can be found in front of a microphone, either performing improv comedy, hosting pub trivia, or performing music (guitar/vocal) at friends' weddings.