



Jennifer Ross is director, media and in-kind planning at Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Jennifer furthers the Global Market Development efforts, organizational goals, and brings value to the industry for Brand USA. She maintains relationships with international Brand USA representation firms, and seeks opportunities to create new partnerships within assigned sectors.

Prior to joining Brand USA in December 2013, Jennifer held various roles as an educator. She spent three years teaching elementary school in Naples, Italy. Upon returning to the U.S., Jennifer was a program coordinator with Envision EMI, a provider of experiential learning programs for gifted students. A native of Charleston, South Carolina, Jennifer holds a bachelor's degree from the College of Charleston in business administration. Jennifer has a strong passion for rowing. As such, she is the volunteer and community outreach coordinator for the Capital Rowing Club and can be found most days rowing on the Anacostia River.