



Brian Watkins is senior director, information technology for 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, Brian plans, designs, coordinates, and directs all Information Technology (IT)-related activities of the organization. Brian directs and provides administrative support for daily operational activities of the IT Department.

Brian joined Brand USA in March of 2013, bringing with him over 18 years of Information Technology experience, specializing in Network Engineering. Prior to joining Brand USA, Brian was a Senior Network Engineer for NCI Information Systems, where he was responsible for the network design, implementation and support for several Federal IT contracts. Brian loves the great outdoors—especially mountain biking and fishing. Each year, Brian spends time hiking parts of the Appalachian Trail, with his wife, Lorrie, and his four daughters.