



Alexis Adelson is director, marketing operations and special projects for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation's economy and enhancing the image of the USA worldwide. In this role, Alexis works closely with Brand USA's Chief Marketing Officer, Tom Garzilli, and the entire marketing team to manage projects and events.

Alexis, who officially joined Brand USA in January 2015, also provides support to the administrative team, and is an active contributor to the Fun Committee and the Corporate Social Responsibility Committee. Prior to joining Brand USA, Alexis worked as a manager/assistant director at Valley Mill Camp in Maryland, a training manager for Jimmy John's Franchise Inc. and an English language teacher in Prague, Czech Republic.

Alexis graduated from the University of Maryland, College Park, with a bachelor of arts degree in French language and literature. She received her masters of business administration from the University of Maryland's Smith School of Business. Alexis has visited 12 countries and 22 states in the United States. Alexis, who loves kayaking, rock climbing, knitting, and baking, lives with her husband, Chris Lysak, her daughter, Isabelle, and her dog, Jake.