



Alexis Adelson is director, events 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.

Alexis joined Brand USA in 2014. Since 2019, she has managed Brand USA's annual trade show, *Travel Week U.K. and Europe*, which brings together buyers, exhibitors, CEOs, and media for B2B meetings, enrichment and networking.

In addition to Travel Week, Alexis focuses on managing strategic industry partnerships and the Brand USA Global Marketplace which is a custom-built, always-on, virtual platform that provides access to a diverse range of U.S. destinations, attractions, and points of interest for the international travel industry.

Alexis received her BA from the University of Maryland and her MBA from University of Maryland's Smith School of Business. Prior to joining Brand USA, Alexis worked in hiring, training, and management for a well-established summer camp in Maryland, as a trainer for Jimmy John's Franchise Inc., and as an English language teacher in Prague, Czech Republic.

Alexis loves foreign languages, kayaking, rock climbing, knitting and baking. She lives with her husband, Chris, her daughter, Isabelle, and her pets, Isla and Pippa.