



Staci Mellman is the chief marketing officer 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.

Staci Mellman is the chief marketing officer at Brand USA. She drives the organization's international marketing efforts and leads the teams responsible for integrated marketing, global markets, product and technology, global communications, research and analytics, as well as marketing operations and special projects. With the firm belief that travel is a force for good, Staci is ushering in a new dawn of marketing which will ensure the USA maintains its global competitive edge.

Originally from Texas, Staci has been working passionately in the travel and tourism industry for over 13 years, most recently as Chief Marketing Officer at VISIT FLORIDA. During her tenure, she designed and executed a global marketing strategy which comprised strategic alliance partner programs, innovative media collaborations, cooperative marketing programs, and a social-first brand advocacy platform.

Staci graduated from the University of Texas and earned an MBA from the Australian Graduate School of Management.

She resides in Tallahassee, Florida.