



Jerod Fuchs serves as the Senior Manager of Partner Marketing at Brand USA, where he collaborates with regional, state, and city partners to craft innovative international marketing campaigns aimed at driving visitation and fostering economic growth. With a decade of experience in destination marketing, Jerod brings a wealth of expertise garnered from working with diverse destinations across the United States, spanning from the Red Woods of California to the white sand beaches of Florida.

Joining Brand USA in April 2023, Jerod was drawn to the organization's mission of enhancing global perceptions of U.S. destinations and facilitating their integration into the international tourism market. Prior to his tenure at Brand USA, Jerod held positions in various agencies and companies, honing his skills and earning recognition for his contributions to the field.

A 2012 graduate of Baylor University, Jerod is passionate about leveraging his education and experience to make a positive impact in the travel industry. Beyond his professional endeavors, Jerod is an active member of his community, engaging in volunteer work and non-profit initiatives.

Outside of work, Jerod finds joy in playing pick-up basketball, exploring the great outdoors, and cheering on his alma mater, the Baylor Bears. Jerod has lived in eight different states across the U.S. and has visited eight countries, including Germany, Iceland, and Switzerland.