



Vicente Garcia is vice president, corporate affairs for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States. In this role, Vicente leads Brand USA's stakeholder engagement efforts, overseeing the corporate communications and events teams.

Vicente joined Brand USA in April 2024 as vice president, corporate affairs after working for nearly twelve years for the Atlantic Council, an international foreign policy and national security think-tank, where he served as senior director of engagement & external affairs. During his tenure, he created and implemented multifaceted organizational strategies across sixteen programs/centers and three international offices with a special focus on event and studio production, digital engagement, media relations, DEI, government relations, and diplomatic protocol. He is accredited to hosting flagship events and productions worldwide, including at major international events such as the G20, NATO Summit, COP, and Munich Security Conference, with media partners ranging from CNN International and POLITICO to the Wall Street Journal and Bloomberg.

Prior to the Atlantic Council, Vicente worked at various domestic and international organizations, including the Center for American Progress, World Security Institute, and European Peacebuilding Liaison Office in Brussels, Belgium.

Vicente holds a Master of Arts Degree in International Conflict Analysis from the University of Kent – Brussels School of International Studies and a Bachelor of Arts Degree with majors in Government and Philosophy, along with a Minor in Spanish, from Georgetown University. Vicente grew up in all parts of the US while his father was in the US Army, including Washington, New Jersey, Hawaii, Idaho, and Texas. He now resides in Washington, DC, with his husband and two dogs.