



Izuo-Ere "Mimi" Digifa serves as the Executive Assistant to the CEO and Chief of Staff at Brand USA, bringing extensive experience in administrative support, event coordination, and project management to help advance the organization's mission to promote tourism in the United States.

Mimi holds a Bachelor of Arts in Communication Studies from the University of Lynchburg and a certificate in Business and Entrepreneurship from Georgetown University. She developed efficient systems to streamline executive operations, coordinated board meetings, and led crisis response initiatives. She brings a wide range of skills, including project management, event coordination, relationship management, strategic planning, social media management, data analysis, travel coordination, and proficiency in tools like Microsoft Office Suite and others. She is also a Certified Scrum Master, adding a strong technical dimension to her work.