



Thomas Garzilli is the chief marketing officer for Brand USA, the nation's destination marketing organization. In this role, Tom is responsible for leading the development of Brand USA's strategic marketing plan, and all efforts to ensure Brand USA achieves year-over-year revenue, visitation, and economic impact targets. Brand USA has raised more than \$750 million in contributions from over 500 partners and has developed many successful and award-winning marketing programs; most notably, through the introduction of Brand USA's Many Voices/Multi-Screen Strategy, along with innovative travel trade initiatives. These initiatives include the creation and distribution of three giant-screen documentary films ("National Parks Adventure," "America's Musical Journey," and "Into America's Wild"), the launch of GoUSA TV, the first of its kind streaming channel, and "Brand USA Travel Week," a unique travel trade buyer/seller experience. Tom's experience in the travel industry spans five decades. Before joining Brand USA in 2013, he was managing partner of Custom Marketing Group (CMG), an award-winning destination marketing and custom publishing company he co-founded in 1992. Prior to CMG, Tom spent 15 years in his family's wholesale travel business. Tom earned his BBA in marketing from Pace University, Lubin School of Business, and he and his wife, Natalie, have three children.