



Karyn Gruenberg is senior vice president, partner marketing & strategic alliances at Brand USA, the public-private partnership whose mission is to increase incremental international visitation, spend and market share in order to fuel the nation's economy and enhance the image of the USA worldwide.

In this position, Karyn is responsible for leading partner marketing efforts, as well as building global strategic alliances to leverage the combined resources and expertise of the industry. Her leadership includes development and oversight of all partner-driven marketing programs and key global media alliances, that add and create value for partners, amplify our partners' international reach, and drive inbound visitor travel and tourism dollars to all 50 states, the District of Columbia, and the five territories. In addition, Karyn leads the organization's efforts to generate \$100 million in annual contributions from organizations within and beyond the travel industry. An integral part of Karyn's leadership includes working with the marketing teams and agencies in strategic development of the consumer and global marketing campaigns, while engaging the travel trade as well as broadcast, online, and other media advertising partners to enhance the message and reach worldwide.

Among her many accomplishments at Brand USA, Karyn established the core partner program strategy that today includes more than 100 programs and 200 opportunities and key media partnership with BBC, National Geographic, Bloomberg and Euro News and Alibaba, to name a few. These programs have helped earn Brand USA a strong partner program retention rating of more than 90% and maximize partner contributions.

During the past 25 years Karyn has become recognized globally in creating, value-driven marketing strategies that generate growth and drive business results. Over the course of her career, she has built a strong track record of success across a range of disciplines—from integrated marketing, communications, branding and advertising to strategic planning and execution, sponsorship and partnership development.

Prior to joining Brand USA, Karyn led the marketing effort for Meet Minneapolis, the premier tourism and convention marketing organization of the greater Minneapolis region. As part of the leadership team, she was instrumental in securing major sponsorships for the city, as well as directing all advertising, public relations, digital development, and creative services to market the City. As part of the leadership team, she was instrumental in securing major sponsorships for the city, as well as directing all advertising, public relations, digital development, and creative services to promote travel and meetings. In addition, she spearheaded the highly acclaimed rebranding project for Minneapolis and Saint Paul and was instrumental in helping the city win the bid to host the 2008 Republican National Convention. Prior to Meet Minneapolis, Karyn directed all marketing and promotions for Target Center, one of the top five highest revenue-producing arenas in North America. Simultaneously, Karyn held the role for 1998 World Figure Skating Championships as its executive director. An award-winning marketer, Karyn has earned honors from

the International Association of Business Communicators (IABC), the Public Relations Society of America (PRSA) and was named one of the top 25 Women Industry Leaders in the Twin Cities. She earned her bachelor of arts from the University of Minnesota and pursued a master- in business communications at the University of Saint Thomas, Minnesota.