



Mark Lapidus is vice president, content & marketing technology for Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts.

Mark joined Brand USA in June 2014 and is responsible for leading the global effort for GoUSA TV and Brand USA's 30+ websites for consumers, trade education, meetings, and corporate. He also oversees Information Technology and hosts "Brand USA Talks Travel," a podcast for the travel industry.

Prior to Brand USA, Mark was Vice President, Digital Media at NBC Sports, Mid-Atlantic, overseeing the digital newsroom. His previous experience includes Director Digital Media/Marketing at Clear Channel Worldwide, managing his own Media Consulting practice, and Corporate Vice President of Marketing at Liberty Broadcasting. Highlights include being the last Program Director for the world famous Wolfman Jack. In 1994, Mark launched several of the very first radio station websites in the world. Since then, he's directed the creation and execution of over 150 websites, dozens of social media outlets and one of the first over-the-top television networks based on travel entertainment. He became an early Facebook proponent, creating an organic community fan base reaching hundreds of thousand people daily. Mark spent over two decades as an on-air personality. He has been

recipient of numerous awards in his career and earned his BS, Communications from Ohio University.