



Mark Lapidus is senior director, digital development 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 March 2015 and is responsible for leading the global digital/social strategy, as well as the high impact execution for eight websites and social media outlets targeting international tourists through Brand USA's consumer brand, Discover America. The websites include: GoUSA.cn, Go USA.tn and DiscoverAmerica.com - geo-targeted in native language, by country. The digital/social team works to grow Brand USA's global social audience, increasing engagement on Facebook, YouTube, Instagram, Sina, PPTV, Qunar, Tudou & other emerging platforms. In this role, Mark oversees the development and deployment for all digital platforms, including contracting new vendors. He has brought a high level of efficiency and consistency to Brand USA's vendor selection processes, including for enterprise digital asset management, translation and content community management.

As director, digital development, Mark works in partnership with our research team to utilize country and consumer research and analytics to course-correct content and messaging by country. Mark and his team work to convince international consumers that the USA is a must-visit destination, therefore increasing visitation and spend to the United States. Mark brings a great deal of strategic digital content experience and has managed digital/social creative

teams and agencies working on a variety of projects. Prior to working at Brand USA, Mark was the Vice President, Digital Media and before that Director, Marketing & Interactive at NBC Universal for seven years. His previous experience also includes Director Digital Media/Marketing Director at Clear Channel; managing his own Media Consulting practice and Corporate Vice President of Marketing at Liberty Broadcasting. 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 60 websites and dozens of social media outlets. He became an early Facebook proponent, creating a community fan base reaching over a hundred thousand people daily. Mark has won numerous awards in his career and earned his BS, Communications from Ohio University.