



Renee Mason is senior director, partner programs for Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this position, she works with destination and travel brand partners to maximize the value of their marketing efforts and provide them world-class service and support throughout the life of their relationship with Brand USA.

Renee joined Brand USA in April 2012, bringing with her strong travel-industry based experience in marketing, advertising, branded content, and production. Renee has contributed tremendously to Brand USA—creating strategic co-operative marketing programs with media companies such as National Geographic and Scripps Networks International. Renee also oversees a variety of key marketing projects, which have included the launch of the giant-screen film “National Parks Adventure” and Brand USA’s global sponsorship of the 2013 World Baseball Classic.

Before coming to Brand USA, Renee was associate producer for Discovery Communications branded entertainment marketing group from 2010 to 2012, overseeing the creation of television and web marketing content for top-tier clients, including General Electric, Intel, and Toyota. Prior to Discovery Communications, Renee was production coordinator for the Travel Channel (2007 to 2010)—working on two of the satellite and cable channel’s most

successful programs Samantha Brown’s Great Weekends (formerly Samantha Brown: Passport to Great Weekends) and Man vs. Food. Renee greatly expanded the Travel Channel’s programming reach by developing and producing related content for travelchannel.com, the network’s Facebook page and other social media sites. In addition, she was an integral part of the production team responsible for generating the network’s highest ratings in its history. Renee earned her Bachelor of Arts in broadcast journalism from the University of Maryland, Philip Merrill College of Journalism.