Joann Pelipesky is vice president, human resources and administration for Brand USA, the public-private partnership responsible for launching the United States’ first-ever nationally coordinated tourism marketing effort. In this role, Joann has the responsibility for the creation and implementation of policies and procedures encompassing all aspects of human resources, including employment, compensation and payroll, orientation and training, placement, staff planning and development, benefits, and employee relations. In addition, Joann oversees the office administration team.

Since joining Brand USA in March 2015, Joann has provided leadership and strategic support in the design, management, and implementation of effective human resource strategies, services and functions including ways in which Brand USA can attract, retain, motivate, support, and develop employees. Prior to joining the Brand USA team, Joann was the Director, Human Resources and Benefits at Squire Patton Boggs LLP in Washington, DC. Before that, Joann held various titles in Human Resources and Food and Nutrition Management in New York and Metro DC with Marriott Corporation and Sodexo. Joann holds a Masters of Business Administration as well as a Masters of Science from The Johns Hopkins University. She also has a Bachelor Science from Seton Hill College and is a Registered Dietitian. Joann stays busy by being a member of the Society of Human Resource Management (SHRM), volunteering at N Street Village, and for other worthy causes in the metro area.

Most people don't know Joann was an Irish Step Dancer before Riverdance became popular. With a twin brother and fifty-five first cousins, she is a big family person. Joann and her husband, David, reside in the Washington, DC Area and enjoy golf, travel, and cheering on Pittsburgh sport teams.