



Brand USA

# BRIAN WATKINS

Director, Information Technology



Brian Watkins is director, information technology 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 role, Brian plans, designs, coordinates, and directs all Information Technology (IT)-related activities of the organization. Brian directs and provides administrative support for daily operational activities of the IT Department.

Brian joined Brand USA in March of 2013, bringing with him over 18 years of Information Technology experience, specializing in Network Engineering. Prior to joining Brand USA, Brian was a Senior Network Engineer for NCI Information Systems, where he was responsible for the network design, implementation and support for several Federal IT contracts. Brian loves the great outdoors—especially mountain biking and fishing. Each year, Brian spends time hiking parts of the Appalachian Trail, with his

wife, Lorrie, and his four daughters.

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## ABOUT BRAND USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the USA in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past six years, Brand USA's marketing initiatives have helped welcome 6.6 million incremental visitors to the USA, benefiting the U.S. economy with more than \$21.8 billion in total economic impact and supporting, on average, nearly 52,000 incremental U.S. jobs a year.

For industry or partner information about Brand USA, visit [TheBrandUSA.com](http://TheBrandUSA.com). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website [VisitTheUSA.com](http://VisitTheUSA.com) and follow Visit The USA on [Facebook](#), [Twitter](#), and [Instagram](#).

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