



Brand USA

JESSIE NEWCOMB, CPA

Sr. Director, Finance & Accounting



Jessie Newcomb is senior director, finance and accounting for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort. In this role, Jessie manages Brand USA's accounting and finance department. Jessie joined Brand USA in October 2014 and has more than 15 years of professional experience in business operations, accounting systems, budget analysis and financial management. She has expertise in managing finances for international and domestic nonprofits.

Before joining Brand USA, she held consecutive positions as controller for two Washington, D.C.-based nonprofits: the American Geophysical Union, and the Council for Advancement and Support of Education. She has also been finance director at the American Educational Research Association.

Newcomb has pursued a graduate-level business program at the University of Maryland's Robert H. Smith School of Business. In addition to other business and accounting coursework, she has an undergraduate degree in public administration from National Chengchi University in Taipei, Taiwan. She is also a certified public accountant. Jessie, who is originally from Taiwan, has seen much of the world—having visited over 20 U.S. states and over 40 countries.

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. 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 and follow Visit The USA on [Facebook](#), [Twitter](#), and [Instagram](#).

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