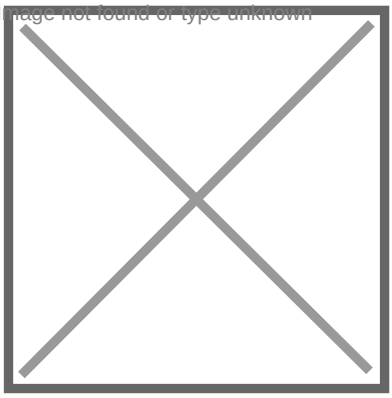
CAT REITH

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Cat Reith is senior director, partner programs & operations for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation's economy, and enhancing the image of the USA worldwide. In this role, Cat oversees the Partner Marketing Programs team, ensuring that cooperative-marketing efforts continue to provide valuable marketing support for our partners.

Prior to joining Brand USA, Cat was director, project management at GutCheck, a market research firm, where she oversaw the completion of dozens of projects each month. She also spent ten years at Phocuswright, a global travel market research company, where she oversaw custom and special projects, including projects for Brand USA. She received her bachelor's degree in Communications and her master's degree in Tourism and Travel Management from New York University. She completed her Project Management Professional Certification from Project Management Institute (PMI) in 2020.

Cat loves to ski, is a self-proclaimed photography nerd, and is always planning her next trip. She is a first-generation American originally from New York City and has ventured to 30 countries and 31 states so far. Her favorite travel memory is being awestruck during a trip to Niagara Falls as a child and her favorite travel destination is Snowmass, Colorado for its world-class slopes, charming downtown and stunning mountain views.