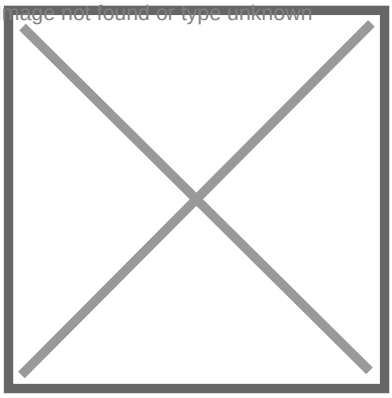
CHRIS HEYWOOD



Chris Heywood is the Senior Vice President, Public Relations and Chief Communications Officer for Brand USA. In this role, Chris oversees Brand USA's global public relations, media relations, and communications efforts and its network of international offices in 14 markets, serving more than 20 regions across five continents.

Chris previously led global communications for the nation's two largest destination marketing organizations: New York City and Los Angeles. His accomplishments in New York include driving a decade of continuous tourism growth, promoting the City's "Monumental Year" in 2019, and spearheading recovery efforts in the aftermath of COVID-19. In Los Angeles, Chris played a pivotal role in establishing a new global PR network post-pandemic, promoting the 100th anniversary of the Hollywood sign, and hosting IPW 2024, earning widespread recognition in global travel and lifestyle media outlets.

Chris is a proud graduate of the School of Hospitality Management at Florida International University (FIU) and The Culinary Institute of America (CIA). He has also contributed to the industry as Chair of the U.S. Travel Communications Committee (2017–2019) and served on Visit California's PR Committee, demonstrating his commitment to advancing tourism and travel communications nationally and globally.

Most recently, Chris was named one of the "Top 25 Extraordinary Minds" for 2024 by the Hospitality Sales & Marketing Association International (HSMAI).