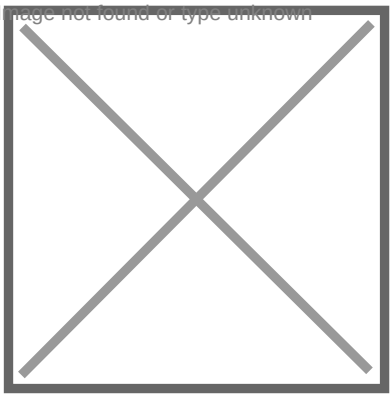
JANETTE ROUSH

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As Chief AI Officer and SVP of Innovation at Brand USA, Janette spearheads AI-driven strategies to enhance tourism marketing, streamline internal operations, and foster innovation for the benefit of both Brand USA and the broader U.S. travel industry. Prior to joining NYC Tourism, she spent more than two decades marketing Broadway at organizations such as Broadway.com and AKA, a global leader in entertainment advertising and strategy. She is a two-time Ironman, a LinkedIn Top Voice, an expert advisor for the European and U.S. cohorts of the “AI Opener for Destinations” program, and was named a 2024 Influential #Eventprof by Northstar Meetings Group.