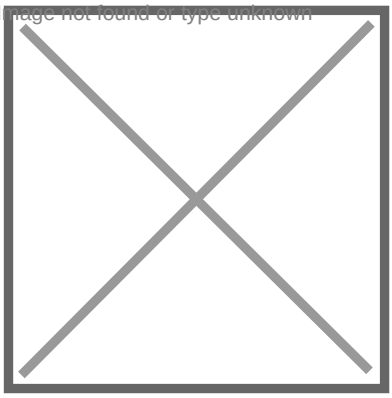
LEAH CHANDLER, CDME

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Leah is the Chief Marketing Officer for Brand USA, the Destination Marketing Organization for the United States. With more than 20 years of experience in branding, advertising, and destination marketing, Leah leads Brand USA's global marketing strategy, spearheading efforts to inspire international travel to the United States and elevating the country's presence as a premier global destination.

Prior to Brand USA, Leah served as the Chief Marketing Officer of Discover Puerto Rico, where she re-positioned the brand, laying the foundation for four years of record-breaking tourism growth. Under her leadership, Discover Puerto Rico launched its most successful marketing campaign, "Live Boricua," celebrating the island's vibrant culture. The campaign has driven significant growth in perception, awareness, and visitor interest.

Prior to her move to San Juan, Leah was the Chief Marketing Officer for Explore Branson, where she led the growth of the community's tourism industry for five straight years, repositioning the destination's brand and posting back-to-back years of record ROI for the organization's marketing program. In previous years, Leah led the Missouri Tourism account at H&L Partners, the former agency of record for the Missouri Division of Tourism. In this role, Leah developed and guided the strategic direction of the Division's marketing.

Leah is a veteran of the travel and tourism industry, having directed the Indiana Tourism account for five years prior to joining H&L Partners. Leah earned her Certified Destination Management Executive (CDME) credential in 2014. This designation, from Destinations International, is the tourism industry's highest individual educational achievement.