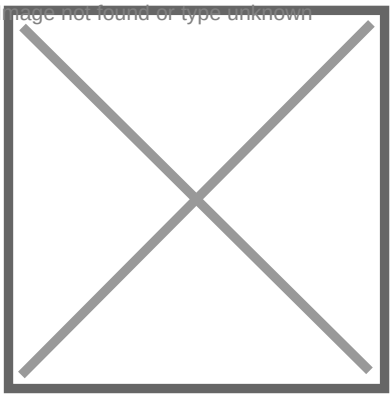
CHRIS ELLIS



Chris Ellis is Senior Director, Partner Engagement for Brand USA. In this role, he serves as a lead for the organization's Industry Engagement Strategy team, where he represents hundreds of partners by supporting overarching goals and bringing value to the travel trade. Chris is also part of the Partner Marketing team overseeing the development, relations, communication, and marketplace touchpoints for all Brand USA partners.

Chris initially came to the US in the early 90s to continue his role as Operations Manager for Cosmos Holidays and Globus Gateway Tours. He also worked as the Area Manager for Unijet Holidays. After various mergers in the tour operator industry, he decided to try the attractions side of travel. For seven years, he handled the international markets for Universal Orlando. During his three years at the Kennedy Space Center Visitor Complex, he was responsible for developing global, cruise and events markets. On the marketing side, Chris was the Travel Industry Sales Senior Manager for Visit Orlando, where he secured cooperative advertising with international tour operators to promote Orlando as a destination and maintained working relationships with wholesalers, airlines, and industry governmental associations.

Before rejoining Brand USA, Chris was the Regional Partnership Manager for Visit Florida in the Central East Florida region. He built, nurtured, strategized, and maintained relationships with current and prospective partners for the state of Florida.

Born and raised in the United Kingdom, Chris studied English and Geography at Exmouth College in the UK. Chris now resides in Orlando, Florida, with his wife, Lorraine, and daughter, Madison, a soon-to-be graduate of Florida Atlantic University.