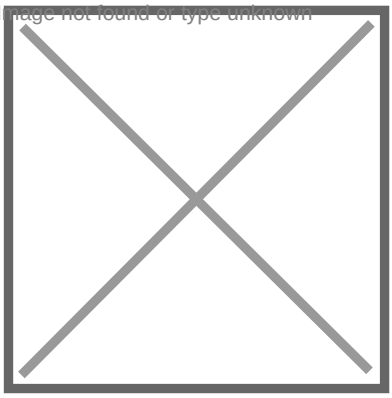
DONALD F. RICHARDSON, CPA



Donald Richardson is the chief financial officer for Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. As chief financial officer, Don is responsible for developing and leading the financial strategy for the organization in a way that is responsive to Brand USA's key stakeholders, ensures compliance with policies and operating controls, and enables the organization to make strategic decisions and accurately measure performance and return on investment of its core initiatives. With more than 30 years of professional experience in accounting, financial management, automated systems and information technology trends, Don has demonstrated technical, management, and programmatic capabilities in all facets of business process engineering, organizational design, strategic planning, and systems implementations. Throughout Don's career, he has provided clients with superior leadership during critical growth and transition phases, including hiring professional and technical staff, developing strategic plans, implementing effective management information systems, and directing complex projects. Before joining Brand USA in May 2013, Don was senior principal and managing director for an independent consulting firm and led the Business Systems Practice for Bazilio Cobb Associates from 2011 to 2013. A former partner with KPMG, Don was responsible for spearheading service delivery to several non-Department of Defense (DoD) U.S. government agencies, including the Executive Office of the President, the Office of Personnel Management (OPM), the Sergeant at Arms of the Senate, the Pension Benefit Guaranty Corporation, and the Department of Agriculture. Following the spinoff of KPMG to BearingPoint, a management and technology-consulting firm, Don served as managing director and partner. In his capacity with both organizations, he provided IT and operational services to a variety of governmental clients and was responsible for market development, service delivery and profit/loss management. He currently serves on the board of the Shiloh Baptist Church and is the board treasurer for the International LGBTQ+ Travel Association (IGLTA). He has also served as a director on the DC Board of Accountancy (vice chair), Wolf Trap Associates (treasurer), Studio Theatre, and the Whitman-Walker Clinic. A certified public accountant (CPA), Don earned his bachelor of arts degree in accounting from Appalachian State University.