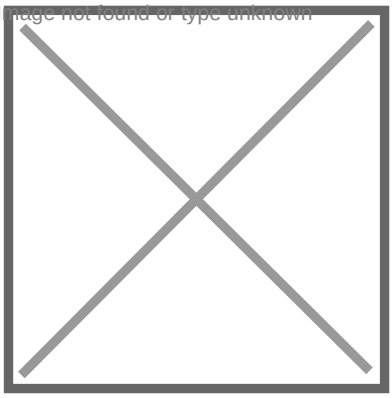
CASSADY BAILEY



Cassady Bailey is vice president, partner engagement & marketing for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort. Cassady heads up interactions with Brand USA's expanding network of nearly 500 partners. Her department assists partners with cooperative-marketing opportunities and manages efforts to attain targeted levels of partner contributions and renewals. These continued efforts have great success as Cassady and her team have a 94-percent partner retention rate.

Cassady joined Brand USA in October of 2012 as a business-development assistant and subsequently moved into the roles of partner service representative and partner services manager. Previously, Bailey interned at the U.S. Travel Association, where she assisted with conference planning. Prior to moving to Washington, D.C., she was a ticket writer for the Treasure Island Resort & Casino in Las Vegas, Nevada, where she accepted bets for the race & sports book.

Cassady earned her Master of Tourism Administration from The George Washington University in 2012 and her Bachelor of Arts degree in history from West Virginia University in 2005.

Outside of the office, Cassady enjoys whitewater rafting in her home state of West Virginia and is an avid Washington Nationals baseball fan.