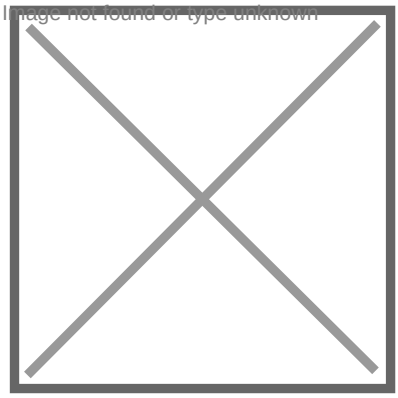
MARIA SANTOS



Maria Santos is Director, Marketing for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort. Maria has worked support of the U.S.-based global marketing team responsible for negotiating in-kind media and creating international marketing programs. In her current role, Maria negotiates, contracts, and executes co-operative marketing campaigns focused in Europe and Latin America.

Prior to joining Brand USA in September 2017, Maria was an advertising specialist at Mercantil Commercebank. She also previously worked as a marketing and product development analyst at Sabadell United Bank. She holds a bachelor of business administration from the University of Miami and a master's degree in integrated marketing and communications from Georgetown University. Maria is Venezuelan American, bilingual, and loves to travel. In the near future, Maria hopes to visit South America and Zion and Yosemite national parks in the United States.