



**Cassady Bailey | Director, Partner Services  
BRAND USA**

Cassady Bailey is Director, Partner Services 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.

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Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination and communicating U.S. entry policies and procedures. Established by the Travel Promotion Act in 2010, the organization's mission is to increase international visitation to the United States while working in partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and across cultures.

The program's activities are funded at no cost to U.S. taxpayers through a combination of private-sector investment and matching funds collected by the U.S. Government from international visitors who come to the U.S. under the Visa Waiver Program.

For information about Brand USA's marketing campaigns, programs, and partners, please visit [www.TheBrandUSA.com](http://www.TheBrandUSA.com). For information about travel to and within the United States, please visit Brand USA's consumer website at [www.DiscoverAmerica.com](http://www.DiscoverAmerica.com).

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