

Anne Madison is chief strategy and communications officer for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States in order to fuel the nation's economy and enhance the image of the USA worldwide. In this role, Anne is responsible for developing and directing the organization's strategy and planning in addition to leading the global communications strategies that advance Brand USA's mission and funding, raise its visibility worldwide, and build engagement with industry and other business leaders.

Her specific areas of responsibility include oversight for strategy, research, information technology, public affairs and public policy communications, global corporate communications and media relations, stakeholder engagement, and strategic meetings and events.

Since joining Brand USA in 2012, Anne has established the strategic foundation on which Brand USA is successfully achieving its mission, as well as developed compelling communications strategies that have significantly raised awareness of Brand USA and helped increase international visitation to the United States.

Through the course of her career, Anne has led and supported a number of areas from strategic planning to business development, B2B marketing and multicultural marketing to media relations, digital marketing and public relations, to media and crisis communications to investor relations, events, and corporate social responsibility.

Prior to joining Brand USA, she was senior vice president for Choice Hotels International (one of the world's largest hotel companies) and previously led the communications strategies as vice president, marketing and communications for Enterprise Community Investment (a leading provider of community development capital for affordable housing) and as vice president, communications of The Ryland Group, one of the nation's largest homebuilders (now CalAtlantic Homes).

Anne is a member of the Harvard Kennedy School Women's Leadership Board and has previously served on the board of the American Hotel & Lodging Association (AH&LA) and the Leadership Council of the IMPACT Center in Washington, DC. Her community involvement has included board member positions with The National Family Resiliency Center, The Domestic Violence Center of Howard County, and The Norbel School.

She has won numerous awards, including those from the Public Relations Society of America, Financial World magazine, and the Hospitality Sales & Marketing Association International. In addition, she has been recognized as one of Maryland's Top 100 Women, and has twice been named one of the Top Women in PR by PR

News, and was honored by Women in Travel and Tourism International as one of the Top Women in Travel Industry Leadership.

An inspirational, collaborative and innovative leader, Anne has mentored others along their career paths, and is a passionate advocate for building diverse teams as an essential element for creating strategies that drive results.

Anne is a graduate of Wittenberg University where she earned her Bachelor of Arts degree in communications with a concentration in English and journalism and is currently pursuing her master's degree at The George Washington University. She and her husband, Dave, have four children.