

FOCUS ON
MEXICO
EVENT PROGRAM

Translated in English & Spanish



GLOBAL MARKETPLACE

🕒 12:30 PM - 12:35 PM ET	<p>BRAND USA WELCOME</p> <p>CHRIS THOMPSON, PRESIDENT & CEO, BRAND USA</p> <p>LOURDES BERHO, REGIONAL DIRECTOR, BRAND USA</p>
🕒 12:35 PM - 1:05 PM ET	<p>ECONOMIC OUTLOOK FOR MEXICO 2021 AND ITS IMPACT ON THE MEXICAN TRAVELER</p> <p>TERE SOLÍS, INDUSTRY EXPERT, TOURISM & REGIONAL DEVELOPMENT, DELOITTE S-LATAM</p> <p>ROSINA BARBASTEFANO, DIRECTOR OF CONSUMER RESEARCH, BRAND USA</p>
🕒 1:05 PM - 1:35 PM ET	<p>DIGITAL MARKETING TRAVEL TRENDS FOR THE MEXICAN MARKET</p> <p>GUSTAVO GARCÍA, SVP, DIGITAL & CREATIVE, EDELMAN</p> <p>GABRIEL RICHAUD, MANAGING DIRECTOR, INTERACTIVE ADVERTISING BUREAU</p>
🕒 1:35 PM - 2:05 PM ET	<p>UNDERSTANDING TRAVEL SENTIMENT AND MARKET INFLUENCES IN MEXICO</p> <p>ANA PARADELA, DIRECTOR, BUSINESS DEVELOPMENT - LATAM & CARIBBEAN, MEDIA SOLUTIONS, EXPEDIA GROUP</p>
🕒 2:05 PM - 2:20 PM ET	BREAK
🕒 2:20 PM - 3:20 PM ET	<p>CREATING COMPELLING TRAVEL CONTENT FOR THE MEXICAN MARKET</p> <p>CRISTINA ALONSO - ACCENT, EDITOR IN CHIEF, AIRE</p> <p>ARIANE DÍAZ - EDITOR, LADEVI</p> <p>LUIS MIGUEL GONZÁLEZ - EDITOR IN CHIEF, EL ECONOMISTA,</p> <p>TERE MEDINA - DIRECTOR OF COMMUNICATIONS & PR, BRAND USA, MEXICO - MODERATOR</p>
🕒 3:20 PM - 3:45 PM ET	<p>BRAND USA MEXICO UPDATE</p> <p>SUZANA SHEPARD, SR. MANAGER OF GLOBAL MARKETS, BRAND USA</p> <p>JENNIFER ROSS, DIRECTOR OF PARTNER MARKETING, BRAND USA</p>
🕒 3:45 PM - 4:05 PM ET	BREAK
🕒 4:05 PM - 4:35 PM ET	NETWORKING AND Q&A WITH TODAY'S SPEAKERS
🕒 5:30 PM - 6:00 PM ET	<p>DIGITAL VIDEO CONTENT TRENDS IN MEXICO FEATURING GOUSA TV AND ESPN</p> <p>AARON WODIN-SCHWARTZ, SVP OF PUBLIC AFFAIRS, BRAND USA</p> <p>PILAR PÉREZ, TV HOST, JOURNALIST, ESPN</p>

🕒 2:30 PM - 2:35 PM ET	BRAND USA WELCOME TOM GARZILLI, CHIEF MARKETING OFFICER, BRAND USA
🕒 2:35 PM - 3:20 PM ET	MEXICAN AIRLINE AND AIR TRAVEL LANDSCAPE ROBERTO TRAUWITZ, GMA PRESIDENT & PETRA OPERADORA DIRECTOR JOSE (PEPE) ZAPATA, DIRECTOR OF SALES MEXICO, AEROMEXICO/DELTA AIRLINES ROLF MEYER, DIRECTOR SALES MEXICO & CARIBBEAN AT UNITED AIRLINES
🕒 3:20 PM - 3:50 PM ET	INSIGHTS & THE TOURISM SENTIMENT FOR MEXICO CAROL JOHNSON, SR. CLIENT PRINCIPAL PARTNER, TRIPADVISOR
🕒 3:50 PM - 4:00 PM ET	BREAK
🕒 4:00 PM - 4:45 PM ET	INTRODUCTION TO BRAND USA GLOBAL MARKETPLACE SUZANA SHEPARD, SR. MANAGER OF GLOBAL MARKETS, BRAND USA
🕒 4:45 PM - 5:30 PM ET	MEXICAN AIRLINE AND AIR TRAVEL LANDSCAPE ROBERTO TRAUWITZ, GMA PRESIDENT & PETRA OPERADORA DIRECTOR JOSE (PEPE) ZAPATA, DIRECTOR OF SALES MEXICO, AEROMEXICO/DELTA AIRLINES ROLF MEYER, DIRECTOR SALES MEXICO & CARIBBEAN AT UNITED AIRLINES
🕒 5:30 PM - 6:00 PM ET	U.S. TRAVEL POLICIES U.S. EMBASSY, MEXICO - EILEEN WILLINGHAM, VICE CONSUL
🕒 6:00 PM - 6:30 PM ET	NETWORKING AND Q&A

🕒 12:30 PM - 12:35 PM ET	<p>BIENVENIDA DE BRAND USA</p> <p>CHRIS THOMPSON, PRESIDENTE Y DIRECTOR EJECUTIVO DE BRAND USA</p> <p>LOURDES BERHO, DIRECTORA REGIONAL DE BRAND USA MÉXICO</p>
🕒 12:35 PM - 1:05 PM ET	<p>PERSPECTIVA ECONÓMICA DE MÉXICO EN EL 2021 Y SU IMPACTO EN EL VIAJERO MEXICANO</p> <p>TERE SOLÍS, EXPERTA EN INDUSTRIA, TURISMO Y DESARROLLO REGIONAL, DELOITTE S-LATINOAMÉRICA</p> <p>ROSINA BARBASTEFANO, DIRECTORA DE INVESTIGACIÓN DEL CONSUMIDOR, BRAND USA</p>
🕒 1:05 PM - 1:35 PM ET	<p>TENDENCIA DE VIAJES EN MARKETING DIGITAL PARA EL MERCADO MEXICANO</p> <p>GUSTAVO GARCÍA, VICEPRESIDENTE , DIRECTOR CREATIVO Y DIGITAL DE EDELMAN</p> <p>GABRIEL RICHAUD, DIRECTOR GENERAL DE INTERACTIVE ADVERTISING BUREAU</p>
🕒 1:35 PM - 2:05 PM ET	<p>ENTENDIENDO LA OPINIÓN SOBRE EL TURISMO Y LAS INFLUENCIAS DE MERCADO EN MEXICO</p> <p>ANA PARADELA, DIRECTORA DE DESARROLLO DE NEGOCIOS - LATAM Y CARIBE Y SOLUCIONES DE MEDIOS, EXPEDIA GROUP</p>
🕒 2:05 PM - 2:20 PM ET	DESCANSO
🕒 2:20 PM - 3:20 PM ET	<p>CREACIÓN DE CONTENIDO DE VIAJES ATRACTIVO PARA EL MERCADO MEXICANO</p> <p>CRISTINA ALONSO - ACCENT, DIRECTORA EDITORIAL, AIRE</p> <p>ARIANE DÍAZ - EDITORA, LADEVI</p> <p>LUIS MIGUEL GONZÁLEZ - DIRECTOR GENERAL EDITORIAL DE EL ECONOMISTA GROUP</p> <p>TERE MEDINA - DIRECTORA DE COMUNICACIÓN Y RP DE BRAND USA MEXICO</p>
🕒 3:20 PM - 3:45 PM ET	<p>ACTUALIZACIONES DE BRAND USA</p> <p>SUZANA SHEPARD, GERENTE DE MERCADOS GLOBALES, BRAND USA</p> <p>JENNIFER ROSS, DIRECTORA DE MARKETING DE SOCIOS, BRAND USA</p>
🕒 3:45 PM - 4:05 PM ET	DESCANSO
🕒 4:05 PM - 4:35 PM ET	PREGUNTAS Y RESPUESTAS EN EL NETWORKING ROOM CON PANELISTAS INVITADOS
🕒 5:30 PM - 6:00 PM ET	<p>TENDENCIAS DE CONTENIDO DE VIDEO DIGITAL EN MÉXICO CON GOUSA TV Y ESPN</p> <p>AARON WODIN-SCHWARTZ, VICEPRESIDENTE DE ASUNTOS PÚBLICOS, BRAND USA</p> <p>PILAR PÉREZ, PRESENTADORA DE TELEVISIÓN, PERIODISTA, ESPN</p>

🕒 2:30 PM - 2:35 PM ET	BIENVENIDA DE BRAND USA TOM GARZILLI, DIRECTOR DE MARKETING DE BRAND USA
🕒 2:35 PM - 3:20 PM ET	ACTUALIZACIONES DE VIAJES Y LAS AEROLÍNEAS ROBERTO TRAUWITZ, PRESIDENTE DEL CONSEJO DEL GRUPO MEXICANO DE ASOCIACIONES DE AGENCIAS DE VIAJE Y EMPRESAS TURÍSTICAS (GMA) Y DIRECTOR GENERAL DE PE-TRA OPERADORA JOSE (PEPE) ZAPATA, DIRECTOR DE VENTAS MÉXICO, AEROMÉXICO / DELTA AIRLINES ROLF MEYER, DIRECTOR GENERAL DE VENTAS, MÉXICO Y EL CARIBE DE UNITED AIRLINES
🕒 3:20 PM - 3:50 PM ET	PERCEPCIONES Y SENTIMIENTOS DEL TURISTA MEXICANO CAROL JOHNSON, SOCIO PRINCIPAL DE CLIENTES, TRIPADVISOR
🕒 3:50 PM - 4:00 PM ET	DESCANSO
🕒 4:00 PM - 4:45 PM ET	INTRODUCCIÓN AL BRAND USA GLOBAL MARKETPLACE SUZANA SHEPARD, GERENTE DE MERCADOS GLOBALES, BRAND USA
🕒 4:45 PM - 5:30 PM ET	ACTUALIZACIONES DE VIAJES Y LAS AEROLÍNEAS ROBERTO TRAUWITZ, PRESIDENTE DEL CONSEJO DEL GRUPO MEXICANO DE ASOCIACIONES DE AGENCIAS DE VIAJE Y EMPRESAS TURÍSTICAS (GMA) Y DIRECTOR GENERAL DE PE-TRA OPERADORA JOSE (PEPE) ZAPATA, DIRECTOR DE VENTAS MÉXICO, AEROMÉXICO / DELTA AIRLINES ROLF MEYER, DIRECTOR GENERAL DE VENTAS, MÉXICO Y EL CARIBE DE UNITED AIRLINES
🕒 5:30 PM - 6:00 PM ET	POLÍTICAS DE ENTRADA A LOS ESTADOS UNIDOS EMBAJA DE MÉXICO - EILEEN WILLINGHAM, VICE CÓNsul
🕒 6:00 PM - 6:30 PM ET	PREGUNTAS Y RESPUESTAS EN EL NETWORKING ROOM CON PANELISTAS INVITADOS



CHRIS THOMPSON
PRESIDENT & CEO,
BRAND USA

Chris is president and CEO of Brand USA, the USA's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. Chris is responsible for accelerating the organization's efforts to build and execute effective marketing strategies to increase U.S. travel exports, create jobs, strengthen the economy, and help enhance the image of the United States internationally. Under Chris' leadership, Brand USA has nearly tripled its partnership network and more than doubled its partner contributions and program offerings.

Chris has over 30 years of experience in the travel and tourism industry and before joining Brand USA Chris was president and CEO of Visit Florida. Under his leadership, Florida realized record growth in international visitation. Throughout his career, Chris has been honored with a number of industry awards and recognized for numerous accomplishments. To name a few, he was first recipient of Skål International's USA National Tourism Leadership Award in 2018 in recognition of his "very meaningful contribution to the growth and success of tourism in the United States"; and in 2015, Chris received the NTA National Tour Association's (NTA) Pioneer Award for his accomplishments in producing significant changes in the travel industry.



**LOURDES BERHO
REGIONAL DIRECTOR,
BRAND USA**

With a double major in Business Administration and Advertising at Pepperdine University in Malibu, CA., and graduate studies in Finance, Sustainability, Circular Economy and Digital Marketing, Lourdes Berho is an entrepreneur, activist, wife and mother of four.

For over 25 years she has been an indisputable growth leader for important global companies. She is currently President and CEO of Alchemia Communications Group, an integrated marketing full service agency which she founded in 2011, and member of the Tourism Diplomacy Board, an organism installed by Mexico Ministries of Tourism and Foreign Affairs. Since 2018 she is also Regional Director of Brand USA in Mexico and Latin America.

In 2016 she was appointed by the President and Secretary of Tourism to head the Mexico Tourism Board. Prior to that, she occupied several C-Suite level positions including VP of Premium Marketing at Citibanamex, CEO at Condé Nast Mexico and Latin America, CEO of Publicitas Promotion Network and CMG (Custom Marketing Group) for Mexico and Latin America. Her travel experience in strategy, planning and marketing communications started 28 years ago when she held Hill and Knowlton's US West Coast PR for Mexico Ministry of Tourism and Fonatur (The Tourism Development Arm), held in Los Angeles CA., and was appointed as International Director of Advertising and Public Relations at Mexico's Tourism Ministry.

In July 2019, Lourdes Berho was nominated to participate in the HOPE Binational Fellowship, (Hispanas Organized for Political Equality) that empowers women leaders in Mexico and the United States of America and she is a Board member of the Travel and Tourism School at Anahuac University, Board member of the Casa Hogar Alegria Shelter home for girls, Conservation International and the Women's Forum for the Economy and Society Americas.



**TERE SOLÍS, INDUSTRY EXPERT,
TOURISM & REGIONAL DEVELOPMENT,
DELOITTE S-LATAM**

Teresa is a Master of Science from the London School of Economics (LSE), MA from Deakin University in Australia and BA in International Relations with Honorable Mention from the Universidad Nacional Autónoma de México (UNAM). She joined Deloitte as Industry Expert in February 2019. She has been a consultant, director and official in public, private and international organizations, linked to the tourism sector. Her experience includes marketing strategies, research of market, innovation and public-private collaboration to promote the sustainable development and resilience of tourist destinations.



**ROSINA BARBASTEFANO
DIRECTOR OF CONSUMER RESEARCH,
BRAND USA**

Rosina Barbastefano is director, consumer research for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation's economy, and enhancing the image of the USA worldwide. In this role, Rosina executes and supports a global market intelligence program that informs both internal and cooperative partner initiatives.

Rosina joined the Brand USA team in June of 2018 to manage the consumer research and metrics programs that measure the effectiveness of marketing efforts at Brand USA. She was previously at NYC & Company, the destination marketing organization for the City of New York. During her six-year tenure at NYC & Company, Rosina designed and managed the organization's market research programs. Prior to NYC & Company, Rosina was a partner at GM Bikes in Hialeah, FL and a research associate at Newlink Group in Miami, FL., where she conducted and executed brand and marketing studies.



GUSTAVO GARCÍA
SVP, DIGITAL & CREATIVE,
EDELMAN

Gustavo is a creative and digital marketing industry expert who leads Edelman Digital & Creative operations in Miami, guiding talent to provide excellence in integrated marketing solutions for a variety of global brands in the Travel, Entertainment, Finance and Health sectors, among others.

In his 20+ year career, Gustavo has led numerous clients to success in the digital space by leading connected brand experiences, full-scale digital ecosystems and performance marketing programs.

Gustavo holds a BS in Mass Communication from Andres Bello Catholic University in Venezuela and a graduate degree in Administration and Management from Harvard University Extension School in Cambridge, MA.



GABRIEL RICHAUD
MANAGING DIRECTOR,
INTERACTIVE ADVERTISING BUREAU

Gabriel Richaud has more than 26 years of experience in Marketing, Sales, Strategic Alliances and Digital Businesses.

He is currently the General Director of IAB Mexico (Interactive Advertising Bureau), the international non-profit association that brings together the main companies of Digital Advertising and Interactive Marketing. He previously held the Director of New Business & Digital at Sony Music Entertainment Mexico.

Gabriel has a Master's Degree in Administration with a Specialty in Senior Management from the Tecnológico de Monterrey, Mexico State Campus and a Bachelor's Degree in Marketing from the same institution with a specialization in International Business from Hogeschool Vor Economische Studies, in Amsterdam, The Netherlands.



ANA PARADELA
DIRECTOR, BUSINESS DEVELOPMENT -
LATAM & CARIBBEAN, MEDIA SOLUTIONS,
EXPEDIA GROUP

As director of business development for Expedia Group Media Solutions, Ana Paradelo oversees the regions of Latin America, Mexico and Caribbean and is responsible for managing, motivating and coaching a team of travel marketing consultants. Ana has over 20 years of combined experience in the travel, hospitality and digital media sales. Prior to Expedia, Ana worked at Palace Resorts as a Senior Sales Manager leading the Sales team in North America for 10 years.



CRISTINA ALONSO
ACCENT, EDITOR IN CHIEF,
AIRE

Aeroméxico is the most important airline in Mexico and Aire (distributed in coach class) & Accent(distributed in first class) are its inflight monthly magazines. They offer stories about all kind of experiences for people who love to travel. These magazines tell its audiences where to eat, where to stay, what not to miss, what apps to use and all the information they need for an unforgettable trip in both Spanish and English languages. During the pandemic their content was distributed mainly through social media.

Cristina Alonso is a renowned journalist specialized in travel content. She has been part of Aire / Accent editorial team for almost 7 years. In 2018 she became Editor in Chief of both magazines. Her innovative leadership and commitment with excellence have elevated the presence and influence of the brand she represents.



ARIANE DÍAZ
EDITOR, LADEVI

Ladevi is one of Mexico's top print and digital magazines for the travel and tourism industry. Its content combines news about tourism products and services with reports, articles and columns about destinations, marketing, management and statistics, among other topics addressed by specialists. They generate a daily newsletter with the latest of the industry that is distributed among its community.

For over five years, Ariane Díaz has been a key member of Ladevi team. She shows her passion for travel in her work as a journalist who specializes in travel-trade industry. She is often invited in forums as an opinion leader for the travel industry.



LUIS MIGUEL GONZÁLEZ
EDITOR IN CHIEF
EL ECONOMISTA,

El Economista is a leading newspaper that approaches key decision makers regarding economic and finance issues. It is considered a valuable tool for directing, managing and personal patrimony regarding business.

Luis Miguel González is the Editor in Chief of El Economista. He has a degree in Economics from the University of Guadalajara and studied the Master of journalism in El País newspaper at the Autonomous University of Madrid in 1994, along with a specialization in economic journalism at Columbia University in New York. He has worked in the Siglo 21, Milenio and Publico newspapers and has specialized in economic journalism and investigative journalism.



TERE MEDINA
DIRECTOR OF COMMUNICATIONS & PR,
BRAND USA, MEXICO

For over 15 years, Tere has worked for international leading communication companies, such as Condé Nast, Televisa and Microsoft, where she has been the head of editorial teams of brands like Vanity Fair México, Cosmopolitan and Glamour. She has a solid experience in the design of integrated communication strategies, content generation and storytelling, cross marketing and public relation, as well as generating business opportunities and brand positioning.



**SUZANA SHEPARD
SR. MANAGER OF GLOBAL MARKETS,
BRAND USA**

Suzana “Suzy” Shepard Durini is senior manager, global trade development, Asia Pacific, for Brand USA, the nation’s destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation’s economy and enhancing the image of the USA worldwide.

In this role, Suzy cultivates and maintains relationships with international Brand USA representation firms and partners in the Asia Pacific, seeks new trade opportunities, and manages day-to-day operations including market activation, co-op marketing, and budget overview.

Suzy joined Brand USA in April 2013 as an assistant in global market development group and, three months later, became a manager serving as the primary liaison for Brand USA and its partners, prospects, and international representation firms in Latin America. Shortly after, India, Australia, and New Zealand were also added to her portfolio. She managed strategic partner accounts and provided support at international trade shows, familiarization trips, and sales missions.

Prior to Brand USA, Suzy worked as a graduate student intern at the U.S. Department of State in the Office of Mexican Affairs, where she served as an alternate officer for the Economics, Political, and Public Diplomacy desks and helped prepare the U.S. Ambassador to Mexico for his Senate confirmation hearing. She previously was employed as a student administrative assistant in the Center for Latin American Studies at Georgetown University and as an administrative assistant for Novartis Institute for Biomedical Research.

An avid traveler, Suzy was drawn to Brand USA because of her interest in international travel. She has visited 28 countries and 21 states in the United States. Suzy is fluent in Spanish and loves to travel, read, and dance. She also practices Krav Maga, a military self-defense and fighting system. A native of San José, Costa Rica, Suzy now lives in Arlington, Virginia.

Suzy graduated from Wellesley College with a bachelor of arts in political science and Latin American studies and received her master’s degree in Latin American studies from Georgetown University School of Foreign Service.



JENNIFER ROSS
DIRECTOR OF PARTNER MARKETING,
BRAND USA

Jennifer Ross is director, global marketing programs Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Jennifer furthers the Global Market Development efforts, organizational goals, and brings value to the industry for Brand USA. She maintains relationships with international Brand USA representation firms, and seeks opportunities to create new partnerships within assigned sectors.

Prior to joining Brand USA in December 2013, Jennifer held various roles as an educator. She spent three years teaching elementary school in Naples, Italy. Upon returning to the U.S., Jennifer was a program coordinator with Envision EMI, a provider of experiential learning programs for gifted students. A native of Charleston, South Carolina, Jennifer holds a bachelor's degree from the College of Charleston in business administration. Jennifer has a strong passion for rowing. As such, she is the volunteer and community outreach coordinator for the Capital Rowing Club and can be found most days rowing on the Anacostia River.



PILAR PÉREZ
TV HOST, JOURNALIST,
ESPN

Pilar Perez is a notable talent with more than 10 years of experience in sports journalism. With her fresh, dynamic and youthful style, as well as her knowledge and versatility that allow her to speak about any sport, has charmed Mexican, Latin-American and US Hispanic audiences.

In 2020 she was the host of the show “La Última Experiencia”, covering the most important sports events around the US, such as the Winter X Games in Aspen, the NCAA Championship in New Orleans, and the LIV SuperBowl in Miami. Developing herself in different stages, she was easily able to connect with the fans, interview the athletes and convey the experience in general to the sports lovers through the screen.

Being 2020 a year struck by the pandemic, Pilar was one of the few reporters who lived for weeks inside the MLS organized bubble in Orlando, and the ATP, WTA and ITF organized bubble for the US Open in NY, informing and broadcasting from the inside all the details about the soccer and tennis players. As we were able to see Pilar reporting from the field and interviewing celebrities and athletes, she was also a recurrent host for SC in Mexico and Latin America, as well as participating as presenter and analyst of different shows in the ESPN network.



AARON WODIN-SCHWARTZ
SVP OF PUBLIC AFFAIRS,
BRAND USA

Aaron Wodin-Schwartz is senior vice president, communications and public policy for Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Aaron develops, executes, and leads outreach efforts to key stakeholders to promote and advance Brand USA's mission and raise visibility worldwide for the organization, build community engagement, and respond to requests from these stakeholders regarding the organization's progress toward established goals and objectives. Aaron is also responsible for working with federal partners and key industry groups to ensure productive implementation of the Travel Promotion Act, communicate U.S. travel policies, and develop collaborative opportunities to promote inbound travel to the United States.

Aaron joined Brand USA in November 2011, serving as deputy director of strategic outreach until October 2012, and subsequently director, public policy from October 2012 until his promotion to vice president, public policy in January 2017. During his tenure with Brand USA, Aaron has successfully established a variety of programs with Federal partners that highlight unique aspects of the United States such as our culinary experiences and Federal lands and waters and deploy a unified promotional campaign through U.S. embassies and consulates and Visit USA committees around the world. For these accomplishments and more, Aaron was inducted into the Destination Marketing Association International "30 Under 30" Class of 2014.

Aaron brings important public policy and government experience to the Brand USA team. From 2009 to 2011, as a presidential management fellow at the Department of Commerce, Aaron served as policy advisor to the deputy assistant secretary for services industries where, among other things, he worked on implementation of the Travel Promotion Act. While at the Department of Commerce, Aaron helped lead key departmental initiatives including improvement of services trade statistics, development of strategies to double services industries exports, and the International Trade Administration's response to the Deepwater Horizon oil spill.

Aaron has gained strong Latin American experience during the course of his career, including a rotation at the State Department where he worked on the Brazil desk, covering U.S.-Brazil efforts on environment, science, technology, and health; economic cooperation, social inclusion; and consular affairs. Prior to his government service, he was the program assistant for the Latin American and Hemispheric Studies Program at The George Washington University's Elliott School of International Affairs. He speaks fluent Spanish and is conversant in French and Portuguese.



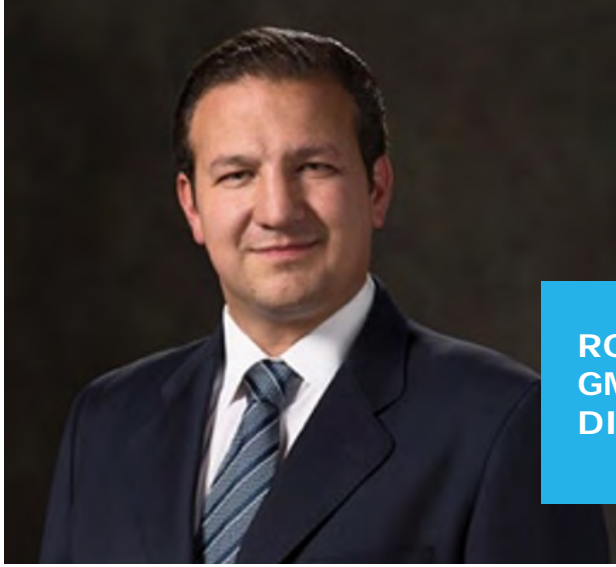
TOM GARZILLI
CHIEF MARKETING OFFICER,
BRAND USA

Thomas Garzilli is the chief marketing officer for Brand USA, the nation's destination marketing organization. In this role, Tom is responsible for leading the development of Brand USA's strategic marketing plan, and all efforts to ensure Brand USA achieves year-over-year revenue, visitation, and economic impact targets.

Brand USA has raised more than \$750 million in contributions from over 500 partners and has developed many successful and award-winning marketing programs; most notably, through the introduction of Brand USA's Many Voices/Multi-Screen Strategy, along with innovative travel trade initiatives. These initiatives include the creation and distribution of three giant-screen documentary films ("National Parks Adventure," "America's Musical Journey," and "Into America's Wild"), the launch of GoUSA TV, the first of its kind streaming channel, and "Brand USA Travel Week," a unique travel trade buyer/seller experience.

Tom's experience in the travel industry spans five decades. Before joining Brand USA in 2013, he was managing partner of Custom Marketing Group (CMG), an award-winning destination marketing and custom publishing company he co-founded in 1992. Prior to CMG, Tom spent 15 years in his family's wholesale travel business.

Tom earned his BBA in marketing from Pace University, Lubin School of Business, and he and his wife, Natalie, have three children.



ROBERTO TRAUWITZ
GMA PRESIDENT & PETRA OPERADORA
DIRECTOR

Roberto has a degree in Economics from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) in Mexico City; he held the Secretary of Tourism of the State of Puebla.

He has knowledge in Senior Management, Tourism Management, Business Ethics and International Business.

General Director of PE-TRA, he was appointed as the new president of the Council of the Mexican Group of Associations of Travel Agencies and Tourism Companies (GMA) for the period 2020.



JOSE (PEPE) ZAPATA
DIRECTOR OF SALES MEXICO,
AEROMEXICO/DELTA AIRLINES

Jose has been in the travel industry for over 30 years. The last 11 with Delta Air Lines, where he has made significant contributions to the Corporate, Global Agency and Specialty Sales Development areas and also lead sales teams in Texas, Central America and the Caribbean.

Most recently, he became Director of Sales for Aeromexico and the Joint Cooperation Agreement (JCA) between Delta Air Lines and Aeromexico in Mexico, where he lead a team of 185 highly motivated sales professionals.

Jose is an avid runner and swimmer, having completed 7 marathons and several long distances swimming events.



**ROLF MEYER
DIRECTOR SALES MEXICO & CARIBBEAN AT
UNITED AIRLINES**

Rolf Meyer is the Managing Director of sales for United in Mexico, where he is responsible for the development and implementation of sales strategies to position the airline as the first choice for business clients in the region.

Rolf has extensive experience in the sector, specifically on the alliance and sales fronts. He joined United Airlines in 1992 as a sales executive in Buenos Aires, Argentina. In 1999, he became a Chicago-based Alliances Manager responsible for implementing bilateral agreements, codeshare, and business strategies with both Star Alliance and regional partner airlines. In 2003, he moved to London, where he served as offline Sales Manager for Europe, the Middle East, Africa and India. In 2006 he was responsible for the opening of United in Kuwait. In April 2011 he was appointed General Director of Sales for the Andean Region and Panama based in Houston and, since November 2012, he has held the position of Managing Director of Sales for Mexico.



**CAROL JOHNSON,
SR. CLIENT PRINCIPAL PARTNER,
TRIPADVISOR**

Carol Johnson, Sr. Client Principal Partner, at TripAdvisor, has over three decades of destination marketing and stakeholder marketing experience. Covering the State of Florida, The Caribbean and International Destinations, Carol has a unique ability to develop deep relationships through active listening and open communication to uncover and attain partner's goals. Carol's starting point in the advertising world started at Ogilvy & Mather Advertising in New York, on American Express, and then moved to publishing with Florida Travel & Life, Caribbean Travel & Life and Destination Weddings & Honeymoons out of Winter Park, Florida. Carol resides in Jupiter, Florida and travels whenever she can.

FOCUS ON
MEXICO



GLOBAL MARKETPLACE