



Craig Ashby is senior manager, business processes and financial analytics 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, Craig, who joined Brand USA in July 2019, oversees financial systems analysis and treasury management. He focuses on improving the department's capabilities and efficiency while still achieving accounting and audit objectives.

Prior to Joining Brand USA, Craig worked as a grants accounting manager for the Leadership Conference in Washington, DC, a consultant on Dynamics GP and Unanet Systems implementation, and project management, a senior consultant for BroadPoint in Maryland, and an accounting systems manager for Cogent Communication.

Drawn to Brand USA because of its mission and the opportunity to make a difference, Craig is a graduate of the University of Maryland in College Park, MD with a degree in accounting. He is a Certified Public Accountant, Dynamics GP certified professional and an SQL server

administrator. He is also a member of the MACPA-Md Association of CPAs.

Craig enjoys traveling, having visited 10 states and six countries. His travel bucket list includes Yellowstone Nation Park and Mexico. He is a volunteer for Habitat for Humanity, Scouts and his church.

A self-described history buff, Craig loves most outdoor activities, including hiking, swimming, and cycling. His hobbies include gardening, carpentry, and automobile repair and he is a fan of cricket and soccer. He lives with his wife, Sabrena, and their three children.