



Laura Jacobson is the Manager, Global Trade (UK & Europe) at Brand USA, the nation's destination marketing organization dedicated to promoting international visitation to the United States. In her role, Laura provides support to European, U.K., and Indian representatives, facilitating the execution of trade campaigns, FAMs, and sales missions in their respective markets.

Laura's journey to Brand USA is fueled by her passion for showcasing the diverse landscapes, national parks, cities, and states that have always captivated her.

Prior to her role at Brand USA, Laura worked on the Tourism Market Development team at New York City Tourism + Conventions, where she managed various international programs and initiatives.

Laura's educational background includes a master's degree in management of innovation and business development from Copenhagen Business School in Denmark. Additionally, she holds a master's degree in yoga therapy.

Outside of her professional pursuits, Laura is actively involved in community service and personal development initiatives. She volunteers for an international organization that provides personal development education and social services worldwide, helping organize meditation and lifestyle retreats. As a new mother, Laura balances her time between her family and interests, including hiking, biking, traveling, yoga, painting, and reading.

Originally from Lithuania, she has lived in Denmark, South Korea, India, and now the USA.