



Jake Conte is senior vice president, general counsel 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, Jake provides corporate and legal counsel on a wide array of matters including corporate and board governance, employment law, procurement and contracts, tax, and intellectual property, as well as developing policies and procedures to ensure best practices in accounting and operational activities. He also works closely with the U.S. Department of Commerce to develop policies and procedures that are in compliance with Brand USA's founding legislation, the Travel Promotion Act. His goal is to ensure that Brand USA succeeds in its mission with focus and integrity.

Prior to joining Brand USA in February 2012, Jake worked for the House Committee on Ways and Means as a staff assistant focused on hearings, markups, and committee jurisdiction issues, for an energy provider running pricing models, and for ESPN. Jake has deep roots in Washington, DC and was first inspired to launch his career here by his grandparents, who spent their professional careers working with and for various government entities. In his first stint in Washington, DC (1999-2007), he spent time coaching Holy Trinity School's 3rd and 4th grade CYO basketball team, and now volunteers as a member of the advisory council of

local charity DC Scores, which inspires DC elementary and middle school children through poetry and soccer. He lives in Capitol Hill with his wife, Jess, and two children, Etta and Jack.