



Julie Paulson is director, partner programs 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, Julie, who joined Brand USA in May 2017, supports the implementation of cooperative marketing programs and processes with our partners and clients.

Julie came to Brand USA from the Smithsonian Institution where she handled the marketing for Smithsonian's revenue generating division, Smithsonian Enterprises, and specifically the three IMAX theaters, planetarium, and virtual reality. Prior to that role, she was the marketing manager for Entertainment Cruises where she ran the marketing operations for a fleet of dining cruise ships at the nation's capital.

Julie graduated from the Olin Business School at Washington University in St. Louis, with a Bachelor of Science in Business Administration, and a major in marketing. A self-described "amusement park fanatic," Julie has visited 20 different theme parks and braved some of the world's tallest roller coasters. She also enjoys ballroom dancing.