



Rosina Barbastefano is senior director, research, insights & 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, 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.

Rosina was born and raised in Colombia, where she earned her Bachelor of Arts in Political Science from the Pontifical Xavierian University of Bogota. She holds a Master of Arts from Florida International University and a Master of Arts from Columbia University in New York. She lives with her wife, Isabela, and their children, Mila and Enzo.