



Adam Vance
Senior Vice President, Marketing & Product Development

Adam Vance is Senior Vice President of Marketing and Product Development for the U.S. Travel Association and President of Discover America LLC which operates DiscoverAmerica.com, the Official Travel and Tourism Website of the United States. He is also responsible for overseeing U.S. Travel's Technology and Finance departments.

Discover America LLC is wholly owned by U.S. Travel and operates DiscoverAmerica.com which was developed under a cooperative agreement with the U.S. Department of Commerce. The Web site serves as the official travel and tourism website of the U.S. and currently serves the five leading inbound markets to the U.S. – Canada, Mexico, the UK, Germany and Japan. An additional site serves the domestic leisure travel market. DiscoverAmerica.com features information on U.S. states, territories, destinations, and attractions, as well as a booking engine, travel agent directory, travel deals, official entry information, and an online traveler community.

Before joining U.S. Travel, Adam worked for Marriott International in Corporate Finance and Sales and Marketing. During his time in the Sales and Marketing Department, Adam managed customer acquisition and led the development of Marriott's loyalty program outside the U.S. He also developed and managed Marriott's loyalty program website, email marketing program and member communications. Prior to work in Sales and Marketing, Adam provided marketing and analytical support to Marriott's vacation ownership division and he also served as Controller for the Marketing Department.

Adam began his professional career with Deloitte where he earned his CPA certificate.

He graduated from James Madison University with honors. He is an active volunteer with the Vienna Youth Basketball and Vienna Little League organizations.

Adam resides in Vienna, Virginia with his wife Jeannine and their three children Kayleigh, Jack and Dean.

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