

Brent DeRaad
President & CEO
Visit Tucson
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Brent DeRaad has served for three years as President & CEO of Visit Tucson. DeRaad and the 35-member Visit Tucson staff are charged with marketing, promoting and selling metro Tucson and southern Arizona as a leisure and meetings destination to potential visitors, meeting planners, travel media, tour operators and travel agents.

DeRaad came to Tucson from the Scottsdale Convention & Visitors Bureau where he spent 10 years, the final six as the organization's executive vice president.

Prior to his work in Scottsdale, DeRaad was director of corporate communications for the Greater Phoenix Convention & Visitors Bureau from 1997-2001 where he oversaw the CVB's communications and marketing programs.

Previously, he served as media relations manager for the city of Scottsdale (1993-97) and was loaned from the city to Arizona's Super Bowl 30 Host Committee (1995-96) to aid the NFL with hosting the 3,000 national and international media who covered Arizona's first Super Bowl and its surrounding activities. DeRaad also served as assistant director (1989-90) and director (1990-93) of public relations for the Fiesta Bowl.

DeRaad holds a Bachelor's degree in Journalism/Public Relations and a Master's degree in Mass Communication, both from Arizona State University.