

Mike Gussiaas is the Director of Global Marketing and Brand Strategy for the South Dakota Department of Tourism. In his role, Mike and the department's marketing team are responsible for maximizing South Dakota's \$3.4 billion travel industry through their innovative and award-winning efforts.

Mike began his career in the tourism industry as a photography intern with the South Dakota Department of Tourism in 2004. Before rejoining the department in 2016, Mike was Vice President of Marketing for the Black Hills and Badlands Tourism Association. His curiosity and passion for the art and science behind most things have led Mike to develop a diverse marketing and business background, including buying a business with his wife in the Black Hills of South Dakota, opening a wine bar from the ground up and serving on local non-profit boards.