



Brad Dean, Chief Executive Officer, Discover Puerto Rico

Brad Dean, originally from Illinois, holds a bachelor's degree in Accounting from the University of Illinois and a master's degree from Moody Bible Institute. Brad began his career in Puerto Rico, where he worked for General Electric. Brad also worked for Hard Rock Café as a unit controller and general manager. In 1998, he joined the Myrtle Beach Area Chamber of Commerce, a regional DMO, where he first served as CFO, then as CEO. Brad has 20+ years of experience in the travel & tourism industry.