



Jerry Koehler
Director of Marketing and Branding
Transportation Security Administration (TSA)

Jerry Koehler is currently the Director of Marketing and Branding for the Transportation Security Administration (TSA). He has been with TSA since June 2009, and is currently in the Office of Strategic Communications and Public Affairs.

Jerry began his career with TSA at Secure Flight, where he had responsibility for the implementation of Secure Flight with U.S. based and non-U.S. based airlines. Jerry was accountable for overseeing technical development, testing, and production deployment.

Jerry joined TSA's Office of Risk Based Security in June 2011, where he initially led industry stakeholder engagement, technology integration, marketing, communications and partnership efforts with airlines and aviation associations.

In his current role as the Director of Marketing and Branding, Jerry leads the marketing and branding integration efforts across the Agency, as well as driving the marketing strategy and direction for TSA programs, such as TSA PreCheck.

Prior to joining TSA, Jerry held various roles with travel technology providers, as well as global and regional airlines.