



Dondra Ritzenthaler
Senior Vice President of Sales, Trade Support & Service, North America, UK & APAC
Celebrity Cruises

Dondra Ritzenthaler joined award-winning modern luxury cruise line Celebrity Cruises in September 2003, becoming the brand's first Vice President of Sales. After three years of success and celebrated accomplishments, Ritzenthaler was promoted to her current role as Senior Vice President of Sales (SVP) for the brand, where she continues to thrive and win awards.

As SVP of Sales, Trade Support and Service, Ritzenthaler leads the sales organization in North America (NA), and leads trade support and service for NA, UK and Ireland, and Asia-Pacific region. In all, she is responsible for a global team of more than 600 dedicated, highly-skilled employees. In North America, Ritzenthaler oversees all marketing sales directors and managers, strategic marketing managers, inside sales representatives, national and corporate account managers in the field, and support staff at corporate headquarters in Miami. Plus, national accounts, trade support and service -- which includes reservations, group sales and customer service, as well as the line's consumer outreach division, onboard cruise sales and internal sales support.

Widely credited for raising awareness of the importance of travel partners, Ritzenthaler has led the creation of a number of programs designed to help travel agents build their business, including "The Celebrity Commitment." And, under her leadership, Celebrity has been awarded "Best Premium Cruise Line," by leading industry trade publication, Travel Weekly, for the last eight consecutive years and counting.

Ritzenthaler continues to lead innovative programs and policies. She spearheaded the ESPRESSO project, a powerful, one-of-a-kind reservation system designed to aid travel agents in the booking process. Ritzenthaler also launched the widely praised "ASAP" (Agent Support Action Program), an acclaimed no-rebating stance, a well-received group policy, and distinctive programs designed to better serve travel partners, including the "Celebrity Five Star Academy." She also played a key role on the executive team that launched what is now Azamara Club Cruises.

Giving back is incredibly important to Ritzenthaler, who currently serves on the Board of Directors of the Jack and Jill Late Stage Cancer Foundation, which helps families with loved ones who receive a terminal diagnosis make memories they will cherish for a lifetime through a Celebrity vacation. Ritzenthaler is also a key member of the Diversity Council at Royal Caribbean Cruises Ltd.

A seasoned travel industry executive, Ritzenthaler joined Celebrity following nearly two decades in the business, primarily in sales and marketing management with American Airlines. Prior to joining the modern luxury brand, she was Regional Sales Director of passenger sales for the airline's Midwest region.

Ritzenthaler, her husband Kevin, and their two children, Reece and Cole, currently reside in Coral Gables, Florida.

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