



Michael Scheiner
Chief Marketing Officer
Celebrity Cruises

In July 2021, Michael Scheiner was named Chief Marketing Officer for Celebrity Cruises following a career as a top fashion house marketer. With a fresh “outsider’s” perspective, he oversees all aspects of the brand’s marketing platforms, brand strategy and e-commerce globally.

Scheiner is a consumer-obsessed digital native with deep experience in understanding nuanced and global demographic groups from Gen X to Millennials to Gen Z. A purposeful and focused leader, he places data and insights at the heart of all marketing programs and leverages the power of creativity and collaboration to bring them to life. It’s an approach that has given Scheiner a track record of connecting with both new and loyal consumers to drive growth for multiple global brands operating in today’s evolving world.

Scheiner joined Celebrity Cruises from global lifestyle brand Tommy Hilfiger where he was the Chief Marketing Officer for this \$9 billion in annual retail sales company. While there, he was instrumental in modernizing the Tommy Hilfiger brand aesthetic and in driving enormous brand affinity and engagement with both Gen X and Millennial audiences.

Prior to Tommy Hilfiger, Michael spent eight years at lifestyle retailer Abercrombie & Fitch, serving in various senior marketing roles across the company’s portfolio of brands including as Senior Vice President and Chief Marketing Officer for Hollister Co., the largest division in the ANF family generating \$2B in annual sales and with a presence in over 100 countries. While there, he helped deliver nine consecutive quarters of positive comps.

An agent for change and purpose-driven marketing, Michael launched Hilfiger’s People’s Place Program, a five year multi-million-dollar initiative focused on making the fashion industry more inclusive for the BIPOC community; and the acclaimed 2021 ad campaign, “Moving Forward Together,” which encouraged people to unite for a better future. While at Hollister Co., he launched a multi-year campaign to end bullying in schools, reaching over two million teens.

A graduate of the University of Miami, Michael remains an active alumnus, serving as a marketing advisory board member for the University of Miami Herbert Business School. He is also an investor and advisor to startup Lawzy, Inc., an accessible legal advice app.

His greatest passion is his family – wife Katie, and three children, Sadie, Ava and Max. They have traveled the world together and look forward to many new life adventures on land and at sea.

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