



Lisa Lutoff-Perlo
President and CEO

Lisa Lutoff-Perlo, a true pioneer of the cruise industry, believes in opening up the world through travel. She was appointed president and CEO of Celebrity Cruises in 2014, making her the first woman to lead one of Royal Caribbean Cruises Ltd.'s (RCL) cruise line brands – and the first and only woman CEO of a publicly traded cruise line on the New York Stock Exchange.

As a leader, innovator and smart disruptor, Lutoff-Perlo challenges assumptions about the cruise industry. She raises the bar on all diversity and inclusiveness, rallying young women to dream differently. She's a champion of diversity of all kinds, removing barriers so that others may thrive. In prior roles at RCL, she held responsibility for all marketing and advertising initiatives within the domestic African-American and Hispanic markets. In a groundbreaking move in her new role at Celebrity, she hired the first American woman captain of a cruise ship.

Lutoff-Perlo's innovations extend throughout the company. She's led cutting-edge work to develop and launch multiple, next-generation cruise ships including the Solstice Class and highly anticipated upcoming Edge Class. She created and leads RCL's Global Marine Organization, which ensures that all of the corporation's fleet of 46 ships worth more than \$30-billion run safely, smoothly and efficiently.

Her transformative leadership is ushering in a new era, redefining modern luxury for Celebrity Cruises. Lutoff-Perlo seeks to open the world for guests with a deeper understanding of what makes a great guest experience: a wide variety of ways to experience compelling destinations, welcoming and unpretentious service, distinctive onboard experiences, and unique approaches to design, culinary and accommodations.

Lutoff-Perlo has held a wide variety of roles during her 31-year tenure with Royal Caribbean Cruises Ltd. Prior to serving as its executive vice president of operations, Lutoff-Perlo was the senior vice president of Celebrity's hotel operations team, where she played a vital role in shaping extraordinary guest experiences for the brand. She spent many years in the sales and marketing organization in varying roles and levels of responsibility, which afforded her a deep understanding of the value of customers.

Lutoff-Perlo actively participates in and lends her leadership to a number of community-building, philanthropic, and women's organizations.

Lutoff-Perlo believes in giving back where you live. Having served on **United Way** of Broward County's Board of Trustees for four years, Lutoff-Perlo leads the annual United Way employee giving campaign at Royal Caribbean Cruises Ltd., raising millions each year from corporate and employee donations, as well as sponsoring many key events.

Lisa was selected to be on the International Board of Directors for **Best Buddies International**, the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities. In addition, Lisa sits on the Governing Board of **St. Mary's Medical Center** and **Palm Beach Children's Hospital** in West Palm Beach, part of Tenet Healthcare.

Lutoff-Perlo is a member of **Paradigm for Parity**, committed to achieving gender parity in North America. She serves on the **Committee of 200**, which fosters, celebrates and advances women's leadership in business. She is a vocal supporter of the **#equalmeanequal** campaign for gender pay equality.

Lisa is a recent recipient of the 2016 **NY Moves Power Women Award** and **Diversity Women's** prestigious **2016 Mosaic Award** for her dedication to promoting diversity and inclusion.

A strong supporter of **Extraordinary Women Leading Change**, Lutoff-Perlo is chairwoman of the advisory board. She is also a member of The Commonwealth Institute, where Celebrity Cruises was awarded **Top Women-Led Business in Florida**.

Lisa is proud to have been chosen as one of South Florida Business Journals' top 25 most influential women.

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