



Peter Giorgi
Chief Marketing Officer (CMO)
Celebrity Cruises

In April 2016, Peter Giorgi was named Chief Marketing Officer for Celebrity Cruises. He manages all aspects of our global marketing platforms, brand strategy and development, digital marketing, social media, research, loyalty, direct marketing and advertising.

Giorgi brings impressive experience and creativity to the table, combined with an ability to develop ideas based on novel and unconventional approaches.

Creativity, disruptive, bold marketing, and success with other well-known consumer brands are just some of the attributes Giorgi brought to the Celebrity team; his experience and approach are perfectly aligned with the course of the brand.

Most recently, Giorgi acted as Global Head of Advertising and Content for Airbnb, where he led the development and execution of creative marketing and platforms that contributed to the success of one of the world's fastest growing and most newsworthy travel brands. His success at Airbnb focused on launching community-driven social campaigns, global film and digital campaigns around the world, anthem campaigns with cultural impact, and award-winning animated storytelling.

An ad agency veteran, Giorgi previously worked as a Vice President for Crispin Porter + Bogusky, one of the world's most awarded advertising agencies. While at the agency, he worked with several global brands including Volkswagen, Jose Cuervo, vitaminwater, and South Florida's own Miami Dolphins.

Peter received a Bachelor of Science from the University of Toronto, and in 2015 was recognized as one of the "40 under 40" Brand Innovators.

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