



Vicki Freed
Senior Vice President, Sales, Trade Support and Service
Royal Caribbean International

Vicki Freed is Royal Caribbean International's senior vice president of Sales, Trade Support and Service. She oversees the company's sales force, the largest sales team in the cruise industry, and manages the Trade Support and Service division, which includes reservations, group sales and customer service as well as the consumer outreach division.

Freed joined the company in 2008 after 29 years with Carnival Cruise Line, where she spent 15 years as senior vice president of Sales and Marketing. Prior to that, she served in a variety of sales management positions with the cruise line. From 1998 to 2000, Freed became the first female chairman of the Cruise Line International Association's marketing and travel agent training arm of the North American cruise industry.

The cruise industry veteran has earned numerous awards and accolades for her outstanding achievement in sales and marketing, including the esteemed Michelle Morgan Leadership Award – the first cruise line executive to receive the honor. Other accolades include *TravelAge West* magazine's "Excellence in Leadership" honor, SoCal ASTA's "Diamond Award" and *Travel Trade* magazine's "Executive of the Year." During Freed's leadership, Royal Caribbean has been the recipient of the *Travel Weekly* Readers Choice Award for "Best Sales & Service" and the *TravelAge West* Wave Award for "Best Travel Agent Support" for 10 consecutive years.

Freed is on the board of the Jewish Adoption and Foster Care Options (JAFCO) and a trustee of the United Way of Miami-Dade County. Previously, she served on the Florida Commission on Tourism for 10 years, the board of directors for the South Florida Chapter of Make-a-Wish Foundation for nine years, and the board of directors for the Association for Travel Marketing Executives. She has a bachelor's degree in business with an emphasis in marketing from the University of Colorado, and holds a Certified Travel Counselor (CTC) designation.

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