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ROYAL CARIBBEAN APPOINTS NEW CHIEF MARKETING OFFICER

MIAMI, July 21, 2015 – Royal Caribbean International, the world’s largest global cruise line, has named Jim Berra Chief Marketing Officer. Jim will be responsible for all aspects of the cruise line’s marketing program, including brand strategy and positioning, consumer and trade advertising, web and loyalty marketing, research, brand development and communications. He will report to Michael Bayley, Royal Caribbean International President and CEO.

“We are delighted to have Jim join our team,” said Michael. “With so many exciting initiatives on the immediate horizon for our brand, we feel that Jim’s impressive history of creativity and proven results will continue the momentum of innovation the brand has created.”

Jim most recently served as senior vice president and chief marketing officer for Carnival Cruise Line where he oversaw the company's advertising, public relations, customer marketing and digital efforts.

Previously, he served as senior vice president and general manager for Rodale Interactive, where he led the development and marketing of the company’s online businesses. Rodale is a global media company publishing some of the best-known health and wellness lifestyle magazines and books. Prior to that Jim also held various marketing positions at Starwood Hotels & Resorts including as the senior vice president of customer marketing and strategic alliances, where he oversaw Starwood’s loyalty programs, customer relationship management and strategic alliances. Jim began his marketing career at Hyatt Hotels & Resorts.

Jim received Bachelor’s degrees in economics and philosophy from Northwestern University. He has been recognized with several awards and was listed as one of the World's 50 Most Influential CMOs in 2013 and 2014 by Forbes Magazine; received the Industry Impact Award by Inside Flyer Magazine; and was included in Brand Week’s list of Next Generation Marketers.

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Royal Caribbean International is an award-winning global cruise brand with a 46-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Onboard, guests are catered to with the cruise line’s world-renowned friendly and engaging Gold Anchor Service by every staff and crew member. Royal Caribbean has been voted “Best Cruise Line Overall” for 12 consecutive years in the Travel Weekly Readers Choice Awards. The cruise line sails 23 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand. Media can stay up-to-date by following @RoyalCaribPR on Twitter, and visiting RoyalCaribbeanPressCenter.com. For additional information or to make reservations, vacationers should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN.

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