



Barbara Muckermann



President and Chief Executive Officer
SILVERSEA CRUISES

Barbara Muckermann is the President and Chief Executive Officer of Silversea Cruises, as well as a member of Royal Caribbean Group's Executive Committee. Barbara joined Silversea in October 2001, returning as Chief Marketing Officer in 2016 following stints in strategic marketing positions with multiple luxury and cruise brands from 2005 – including Loro Piana, NCL, and MSC.

Since 2016, Barbara has been at the forefront of Silversea's brand evolution, helping to establish the company as the world's leading ultra-luxury and expedition cruise line.

A Doctor in Political Sciences and Economics, with a joint Executive MBA from the London Business School and Columbia University, Barbara is an accomplished professional in the luxury travel and hospitality industry, with more than 25 years of experience. She has been an innovator and leader in the cruise industry throughout this time, playing a pivotal role in the launch of such pioneering travel concepts as Silversea's S.A.L.T. culinary programme and the cruise line's Roman-inspired wellness programme, Otium, among others.

Barbara formerly held the position of Chairwoman of the Reputation Committee of CLIA, managing the association's reputation during the critical time of the Costa Concordia incident.

A true expert in luxury and in marketing, Barbara has taught Branding and Strategy at numerous universities. The Italian national is the second woman to lead one of Royal Caribbean Group's three wholly owned brands.

