



ROYAL CARIBBEAN CRUISES LTD.

**Lisa Lutoff-Perlo**  
**President and Chief Executive Officer**  
**Celebrity Cruises**

Lisa Lutoff-Perlo was appointed president and CEO of Celebrity Cruises in December 2014, overseeing operations of the brand known for its modern luxury and highly personalized customer service. Previously, she was executive vice president, operations for Royal Caribbean International, overseeing several critical areas for the global cruise brand. These areas include Marine and Hotel Operations.

In her previous role, Lutoff-Perlo led the development and launch of the next generation of Royal Caribbean cruise ships, the Quantum class. Beginning with Quantum of the Seas, which debuted in the fall of 2014, Anthem of the Seas debuting in spring 2015, and the third in the series to be delivered in 2016, the Quantum ships will make another leap in vessel design with diverse features to create a comfortable yet exciting experience for guests. These include more game-changing “firsts at sea” such as Dynamic Dining, Ripcord by iFly, a skydiving experience; Northstar, a thrilling adventure that transports guests more than 300 feet in the air on a breathtaking journey; and cutting-edge transformative venues including the largest indoor sports and entertainment complex at sea with bumper cars, roller skating and more.

In addition, Lutoff-Perlo spearheaded the introduction of a third and fourth Oasis-class ship, currently on order and set to be delivered in 2016 and 2018. The Oasis class of ships with Oasis of the Seas and Allure of the Seas are currently the world’s largest and most revolutionary cruise ships.

Lutoff-Perlo has held a variety of roles during her 29-year tenure with Royal Caribbean Cruises Ltd. and most recently served as Celebrity Cruises’ senior vice president, hotel operations, where she played a vital role in shaping extraordinary guest experiences for the brand and spearheaded the introduction of the widely heralded, \$3.7 billion Solstice-class fleet.

In other previous positions with the company, Lutoff-Perlo served as Royal Caribbean International’s associate vice president, Product Marketing, Strategic Alliances and Multicultural Marketing. In that capacity, she led the development of a number of initiatives, including Royal Caribbean’s widely praised launch of Freedom of the Seas with the Flowrider Surf Simulator, and strategic alliances with brands such as Discovery Television, Seattle’s Best Coffee, Johnny Rockets, Fisher Price and Crayola. She also had responsibility for all marketing and advertising initiatives within the domestic African American and Hispanic markets.