



ROYAL CARIBBEAN CRUISES LTD.

Larry Pimentel
President and Chief Executive Officer
Azamara Club Cruises

Larry Pimentel, president and CEO of Azamara Club Cruises, is a talented educator, speaker and writer widely known for his expertise in marketing upscale products to discriminating travelers. His unique body of knowledge makes him a natural in his current position, where he manages the parent company's boutique cruiseline with specialized features and destination packages.

Before joining Azamara Club Cruises in January 2010, Pimentel was president, CEO and co-owner of SeaDream Yacht Club from 2001 to 2009. He served as president and CEO of Cunard Line and Seabourn Cruise Line from 1992 to 2001, and was president and CEO of Classic Hawaii, a tour operating company, from 1983 to 1992.

Pimentel's accomplishments, awards and recognition for service are as varied as his skills. He was recipient of the Leader in Luxury Award by Travel Agent magazine in 2004, recognized as Travel Industry Executive of the Year in 1998, Global Executive of the Year in 1997 and named as one of the 25 most influential travel executives in America.

Pimentel's board service included chairmanship of the Institute of Certified Travel Agents and membership on the Children's Bereavement Center Board of Directors, board of directors of the Transplant Foundation, and board of trustees of Palmer Trinity School. He has lectured at the Cornell University Hotel School and Harvard Business School. He is former director and educational chairman of the United States Tour Operators Association, past chairman of the Institute of Certified Travel Agents, and a founding member of the Luxury Marketing Council. Pimentel also served as commander of the Order of Merit for the Republic of Portugal, where he grew up. Of Portuguese descent, his ancestors settled in the Hawaiian Islands. He and his wife Sandi live in Key Biscayne, Fla., and have five children.