



www.lisalutoffperlo.com

Lisa Lutoff-Perlo

PRESIDENT & CEO OF FIFA
WORLD CUP 2026™ MIAMI
HOST COMMITTEE, AUTHOR
OF MAKING WAVES

MEDIA KIT

Lisa Lutoff-Perlo

ABOUT

Global business powerhouse and South Florida Business Journal and Forbes Travel Guide Lifetime Achievement Award recipient, Lisa Lutoff-Perlo is President & CEO of FIFA World Cup 2026™ Miami Host Committee. As President and CEO of the Miami host Committee, Lisa is responsible for leading the strategy, fundraising, fan activations, and operations for the seven 2026 Men's FIFA World Cup™ matches. Lisa's tested commitment to excellence, innovation, hospitality, and outstanding results will drive the Miami Host Committee's success as The 2026 FIFA World Cup™ is anticipated to be one of the most significant global sporting events. Miami, one of the world's leading sports and entertainment destinations, joins 16 host cities in North America to showcase the world's most popular sports tournament with more than 3.5 billion fans worldwide.

Previously she served as Vice Chairman, External Affairs for the Royal Caribbean Group, one of the leading cruise companies in the world with a global fleet of 64 ships sailing for three award-winning cruise brands, Royal Caribbean International, Celebrity Cruises, and Silversea Cruises. In this role, she worked to drive the company strategy forward working closely with both industry organizations and key external stakeholders. Prior to this role, she served as President and CEO of Celebrity Cruises from 2014 to 2023, the first woman to take the helm of a Royal Caribbean Group brand and one of the few women in the world at the time leading a multibillion-dollar brand.



Lutoff-Perlo is a recognized trailblazer in the global hospitality industry. She was the driving force behind transforming and re-defining today's relaxed luxury cruise experience with a bold, innovative approach to ship design and service for both the industry and the Celebrity Cruises brand. Launching Celebrity's Edge Series in 2018, the ships were immediately hailed as game-changing for the industry and recognized on TIME Magazine's annual "World's Greatest Places" list. She also led the Celebrity brand through a digital transformation, tapping into new market opportunities, customer trends, a robust digital marketing focus and increasing guest loyalty.

Throughout her tenure as CEO, she has demonstrated exceptional vision, strategic acumen, and an unwavering commitment to excellence. Her leadership not only propelled her organization to new heights but also served as a shining example for professionals across industries.

A purpose-driven leader, Lutoff-Perlo also catalyzed cultural progress in the 200-year-old cruise industry by appointing the first American female Captain and the first West-African woman to work on the bridge of a cruise ship; making history with the first all-female bridge and leadership sailing in 2020; and, ultimately, increasing Celebrity's percentage of women on the bridge to 32%, far exceeding the maritime industry average of 2%.

She has been recognized with numerous awards for business transformation, outstanding leadership, diversity and inclusion, and her numerous philanthropic efforts.

She is a member of the Board of Directors of Fortune 500 company AutoNation (NYSE: AN) and actively lends her expertise to numerous international and regional nonprofit organization boards.

Lutoff-Perlo shares her powerful career stories and lessons learned in her leadership book, "Making Waves: A Woman's Rise to the Top Using Smarts, Heart and Courage"

AUTHOR

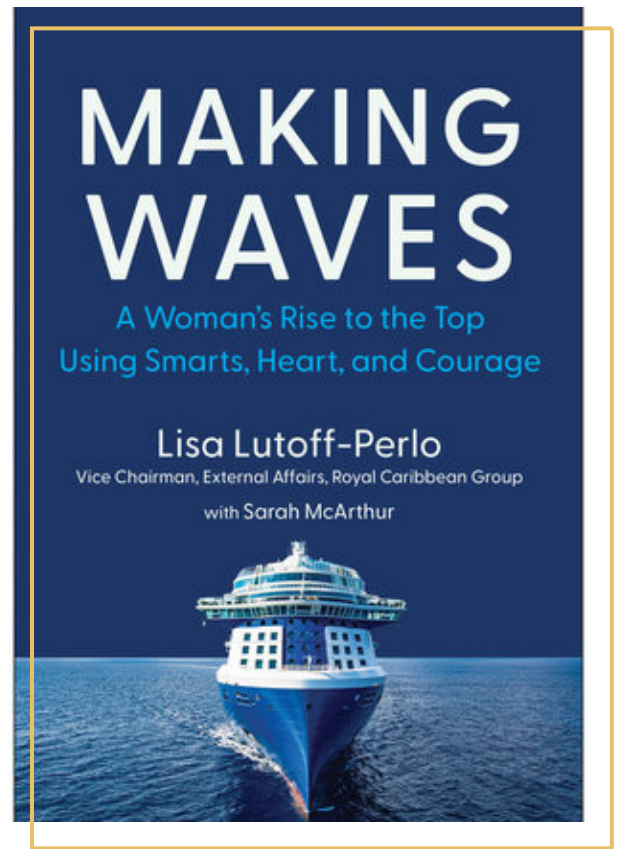
Making Waves follows the incredible career journey of Lisa Lutloff-Perlo, from her stories as an ambitious young woman to the vice chairman for external affairs at Royal Caribbean Group.

Lutloff-Perlo's story will inspire women to be courageous against stormy seas—while staying true to themselves as they navigate their lives and careers.

Lutloff-Perlo is a shining testament to the value of being an authentic leader and never sacrificing your integrity as she details throughout this book the ins and outs of her extraordinary forty-year career. She has risen to the top in what has been a male-dominated industry while refusing to compromise her values, and bringing countless others along with her. "To thine own self be true" was and continues to be Lutloff-Perlo's guardrail, keeping her centered as she's climbed the corporate ladder from the very bottom and overcame countless obstacles to reach the top of the cruise industry.

Lutloff-Perlo walks us through her triumphs, hardships, and teaching moments. She breaks down her unique leadership style as former CEO of Celebrity Cruises which catapulted the company to heights no one thought possible. Readers will learn her biggest secrets and how she used her superpower to set herself apart from other leaders and that has guests and employees in awe of her authenticity and kindness. She has soared to great heights while caring deeply for people and putting others first.

Readers of all kinds will take heart and gain insights they can apply to their own lives and careers—to have integrity, to pay it forward, and to make waves, wherever and whoever they are.



REVIEWS



"Lisa Lutloff-Perlo is exactly the person you want to follow. I personally witnessed Lisa during my time on board one of her ships and I could see she had her 'HEART' invested with her employees from the cleaners to the bridge team. Lisa worked her way up to become CEO and it's clear she was called to lead because of her actions, her heart, and her vision. I will now use her leadership tips on board the vessels I run. Thank you, Lisa, for parting the seas for women at the helm." - **Captain Sandy Yawn, world-renowned Captain, author, international speaker and businesswoman**

"What glass ceiling? Lisa Lutloff-Perlo has disrupted an international industry with her vision and ability to break down barriers in pursuit of inclusion and humanity. The way she moves through the world with this singular focus is inspirational and precisely the example of the leadership necessary in any business. Frankly, I'm in awe of her." - **Nate Berkus, American interior designer and TV personality**



"In Making Waves, Lisa challenges conventional notions of leadership and guides her team to the Edge, where trust and empathy are fundamental. By fostering an environment of open communication and psychological safety, she cultivates a stronger bond among team members. Lisa's transformative leadership inspires others to redefine their approach. This book is the new standard in leadership...another first among many for a once-in-a-generation leader." - **Anthony Melchiorri, President, Argeo Hospitality**



EXECUTIVE COACHING & SPEAKING



- ✓ Transformational Leadership
- ✓ Purposeful Leadership
- ✓ Growth & Profitability
- ✓ Culture
- ✓ Redefining Teamwork
- ✓ Empowerment
- ✓ Vision & Innovation



Testimonials

“

Lisa is a powerful source of support and such an amazing person. Looking forward to having her at our future events.

“

LLP is one of the most amazing leaders I've worked with. She is truly a gift and remained supportive along the whole journey.



WHAT YOU CAN EXPECT

A bold, decisive, inspiring, and visionary leader with 30+ years in the global travel industry who inspires teams to deliver excellence.



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LET'S CONNECT

