



LISA LUTOFF-PERLO **President & CEO FIFA World Cup 2026** **Miami Host Committee**

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 icon and trailblazer in the global hospitality industry. With unparalleled brand vision and stewardship, she transformed and re-defined today's relaxed luxury cruise experience with the launch of the bold, innovative *Edge Series* ships in 2018. Immediately hailed as game-changing for the industry and recognized on TIME Magazine's annual "[World's Greatest Places](#)" list, among hundreds of additional awards for innovation and service, the ships drove unprecedented demand for the brand.

In 2021, Lutoff-Perlo's operational acumen and foresight was highlighted as she led the entire industry back into service following the 15-month pandemic shutdown, when her then flagship, *Celebrity Edge*, was the first ship approved to sail from a U.S. port once again. She then remarkably returned the entire Celebrity fleet of 15 ships to operations over the course of the next year, including launching two new *Edge Series* ships, *Celebrity Apex* and *Celebrity Beyond*. In 2023, Celebrity Cruises' ships were the first in the world to earn the coveted star rating from Forbes Travel Guide.

Taking the helm as President and CEO at Celebrity Cruises in 2014, Lutoff-Perlo led the company into an era of unprecedented growth. Her unique skill in managing the business with a guest-first approach, fueled by data-driven insights and digital innovation, led to accelerated financial performance for the brand. She recounts her lessons learned on this journey in her leadership book, "*Making Waves: A Woman's Rise to the Top Using Smarts, Heart and Courage*" available in February, 2024.

She is a member of the [Board of Directors of Fortune 500 company AutoNation](#) (NYSE: AN), America's largest and most recognized automotive retailer, where she sits on the Audit and Governance Committees. She also actively lends her expertise to numerous international and regional nonprofit organizations and currently serves as the Chair of the board for the United Way of Broward County.

Throughout her nearly 40 years at the company, and prior to becoming CEO, Lutoff-Perlo enjoyed a succession of progressive sales, marketing and operations leadership roles at RCL with expanding scope, responsibility and P&L oversight. In 2005, she was named Celebrity's first female Senior Vice President of Hotel Operations and,

in 2012, she was named Executive Vice President of Operations for Royal Caribbean, becoming the first woman in the industry to oversee both hotel and marine operations.

Known as a bold and strategic innovator, with a keen ability to identify market opportunities; lead digital transformations to tap into consumer trends and ignite guest loyalty; build high-performing, culturally-inclusive teams; and motivate entire organizations to execute and operate with an unwavering commitment to excellence and results, some of her significant accomplishments have included:

- Overseeing more than \$5B in capex investment to envision and deliver the most ergonomic and stunning ships at sea and modernizing the existing Celebrity fleet, resulting in record financial performance and transforming an industry;
- Leveraging data analytics as an essential component to better understand consumer motivations; evaluate campaigns; personalize digital content; trigger loyalty; and, ultimately, attract new audiences.
- Rebranding Celebrity and solidifying industry-leading luxury brand partnerships with such organizations as Forbes Travel Guide and Chef Daniel Boulud.
- Achieving record employee engagement with a global workforce of more than 20,000 crew members from over 70 different countries sailing to 300 destinations around the world and developing a new, award-winning service culture that resulted in historic net promoter scores.
- Establishing and leading the industry-first consolidated Global Marine Organization, overseeing 64 ships and 5 brands throughout the Groups corporate fleet, maximizing efficiencies and best practices.
- Catalyzing cultural innovation in the 200-year-old-industry, appointing the first American woman as Captain and increasing Celebrity’s percentage of women on the bridge from 3% to 32%, far exceeding the maritime industry average of 2%.

Lutoff-Perlo has received numerous awards for her groundbreaking contributions to the cruise industry, travel industry, the South Florida business community, gender equality, and diversity and inclusion including an Honorary Doctorate from Nova Southeastern University; Lifetime Achievement Awards from the South Florida Business Journal, Cruise Line Industry Association (CLIA) and Women in Travel; induction into the International Hall of Fame by the Maritime Association of the Port of New York and New Jersey; Leadership in Diversity Award from the Committee for Economic Development; and the prestigious [Eleanor Roosevelt Center Val-Kill Medal of Honor](#), acknowledging individuals whose far-reaching influence has made our world a better place.

AWARDS & RECOGNITIONS

Lifetime Achievement Award	South Florida Business Journal
Honorary Degree, Doctor of Humane Letters	Nova Southeastern University
Eleanor Roosevelt Medal of Honor	Eleanor Roosevelt Center
International Hall of Fame	The Maritime Association of the Port of New York and New Jersey
Lifetime Achievement Award	CLIA (Cruise Line Industry Association)
Lifetime Achievement Award	Women in Travel
H. Wayne Huizenga’s College of Business & Entrepreneurship Hall of Fame	Nova Southeastern University
Lifetime Achievement Award of Excellence	Forbes Travel Guide
Most Purposeful CEO Award	PRWeek
Leadership in Diversity Award	Committee for Economic Development

Orbit 'Innovative Leader of the Year' Award	Nova Southeastern University, Broward Center of Innovation
Tribute to the Coast Guard Seventh District Honoree	Coast Guard Foundation
Top 100 Women-Led Businesses in Florida Honoree	The Women's Edge
Leadership and Commitment to Diversity Honoree	American Ballet Theatre
Ultimate CEO Award	South Florida Business Journal
50 Most Influential Leaders in Hospitality, Global	International Hospitality Institute
Top 25 Most Influential Women Award	South Florida Business Journal
20 Influential Women in the Travel Industry	TravelPulse
Women Leaders of South Florida Award	YWCA South Florida
Business of Pride Award	South Florida Business Journal
Leader of the Year Award	Leadership Broward
United Way Woman of Inspiration	United Way of Broward County
Excellence in Tourism Award	Miami Beach Chamber of Commerce
Business of Year	Miami Gay & Lesbian Chamber of Commerce
Thelma Gibson Award	Women's Chamber of Commerce Miami/Dade County
International Golden Compass Award	SeaFarers' House, Fort Lauderdale
Junior Achievement Hall of Fame	Junior Achievement of South Florida
Trailblazer Award	Girl Scouts of Southeast Florida
Travel Vanguard Award	AFAR Media
Philanthropic Investment in Community Award	Dade County Bar Association
Sapphire Award for Business	Florida Blue and Cleveland Clinic
Moves Power Women Award	New York Moves
Honoree "Take A Walk in Her Shoes"	Chapman Partnership
Positive Disruptor Leadership Award	Extraordinary Women Leading Change
Mosaic Award for Lifetime Achievement	Diversity Women Media

CAREER HISTORY

FIFA World Cup '26 Miami Host Committee
CEO

2024-Present

ROYAL CARIBBEAN GROUP
Vice Chairman, External Affairs

2023-2024

CELEBRITY CRUISES

2014 – 2023

President & CEO

ROYAL CARIBBEAN INTERNATIONAL, RCL

2012 – 2014

Executive Vice President, Operations

CELEBRITY CRUISES

2005 – 2012

Senior Vice President, Hotel Operations

Vice President, Onboard Revenue

ROYAL CARIBBEAN INTERNATIONAL

1985 – 2005

Various Senior Positions; career progression through Sales & Marketing

EDUCATION

Bentley University

Wharton School of Business – Executive Leadership Course