



Lisa Lutoff-Perlo is a recognized global business powerhouse and recipient of numerous awards including the South Florida Business Journal and Forbes Travel Guide Lifetime Achievement Awards.

Most recently, Lisa served as President & CEO of the FIFA World Cup 2026™ Miami Host Committee, where she led the strategy, fundraising, fan activations, and operations for the seven Miami matches of this globally significant event. During her time in this role, her dedication to excellence and innovation helped position Miami—a world-renowned sports and entertainment destination—as a standout host city for the matches and a city that expects over 700,000 visitors and close to two billion dollars in economic impact during the tournament.

Prior to her role with FIFA, Lisa spent 40 years in progressive leadership positions at the Royal Caribbean Group where she made history as the first woman to serve as President and CEO of one of the company's multibillion-dollar subsidiaries, Celebrity Cruises (2014–2023). During her tenure as CEO of Celebrity she redefined the luxury cruise industry with groundbreaking ship designs, innovative services, and a commitment to diversity and inclusion. She also transformed the financial performance of the Brand to historic levels. Before leaving the Royal Caribbean Group, she held the role of Vice Chairman, External Affairs for the Royal Caribbean Group, where she strengthened industry partnerships and advanced company strategy across its global portfolio of three Brands.

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 her journey in her best selling leadership book, "*Making Waves: A Woman's Rise to the Top Using Smarts, Heart and Courage*".

She is Chairwoman of the Board of Hornblower Group, a global leader in experiences and transportation whose portfolio of international offerings include water-based experiences, land-based experiences and ferry and transportation services. 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, as well as the Advisory Board of AHC Group, and the Board of Directors of Amerant Bank (NYSE: AMTB). She has also actively lent her expertise to numerous international and regional nonprofit organizations and most recently served as the Chair of the board for the United Way of Broward County.

Throughout her nearly 40 years at the Royal Caribbean Group, 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

**Hornblower Group**  
Chairwoman of the Board

**2024 - Present**

**FIFA World Cup '26 Miami Host Committee**  
CEO

**2024 - 2024**

**ROYAL CARIBBEAN GROUP**

Vice Chairman, External Affairs

**2023 - 2024****CELEBRITY CRUISES**

President &amp; CEO

**2014 – 2023****ROYAL CARIBBEAN INTERNATIONAL, RCL**

Executive Vice President, Operations

**2012 – 2014****CELEBRITY CRUISES**

Senior Vice President, Hotel Operations

Vice President, Onboard Revenue

**2005 – 2012****ROYAL CARIBBEAN INTERNATIONAL**

Various Senior Positions; career progression through Sales &amp; Marketing

**1985 – 2005****EDUCATION**

Bentley University

Wharton School of Business – Executive Leadership Course