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*Lisa Lutoff-Perlo*

FORMER CEO | BOARD  
MEMBER | TRUSTED  
ADVISOR | GLOBAL SPEAKER  
| BESTSELLING AUTHOR

**MEDIA KIT**

# Lisa Lutoff-Perlo

## MEET LLP

From Sales to CEO to Chairwoman to Best Selling Author, Lisa Lutoff-Perlo brings four decades of leadership experience driving strategy, profitability, and transformation. Today, she partners with companies as a public board member, business advisor, and global keynote speaker to navigate complexity, deliver results, and elevate performance.

As President and CEO of Celebrity Cruises, Lisa led one of the most innovative and profitable brand evolutions in the travel industry. She introduced a groundbreaking class of ships, redefining luxurious experiences at sea, and championed inclusive leadership, turning bold vision into record-breaking results.

Following her tenure as CEO of Celebrity Cruises, Lisa was appointed Vice Chairman of External Affairs for Royal Caribbean Group, where she helped shape global strategy and strengthen alignment across governments and industry for the company's portfolio of brands. She later served as President & CEO of the FIFA World Cup 2026™ Miami Host Committee, leading regional efforts to support one of the most high-profile events in global sports, and recently served as Chairwoman of Hornblower Group, helping guide one of the world's largest experiential travel and transportation companies.



LLP continues to lead at the highest levels of corporate leadership as a board member and strategic advisor. She serves on the boards of AutoNation (NYSE: AN) and Amerant Bank (NYSE: AMTB), where she contributes expertise across the Audit, Compensation, and Nominating & Governance Committees. As a trusted advisor to companies and CEOs she brings her experience to help leadership teams navigate profitability, strategic vision, culture, and growth.



Lisa also shares her leadership journey and principles in her best-selling book, *Making Waves*, and through her Leadership Academy, where she equips current and emerging leaders with the mindset, strategy, and tools needed to lead effectively. Her approach is rooted in decades of experience at the helm, now passed on to those ready to lead at the next level.

Her impact has been recognized with some of the most prestigious honors in business, including the Forbes Travel Guide Lifetime Achievement Award, the South Florida Business Journal Lifetime Achievement Award, and numerous accolades for her leadership in innovation, transformation, and inclusion.

Lisa's story is proof that leadership isn't just about earning the seat—it's about staying there, delivering results, and lifting others along the way. And the story is still being written.

# AUTHOR

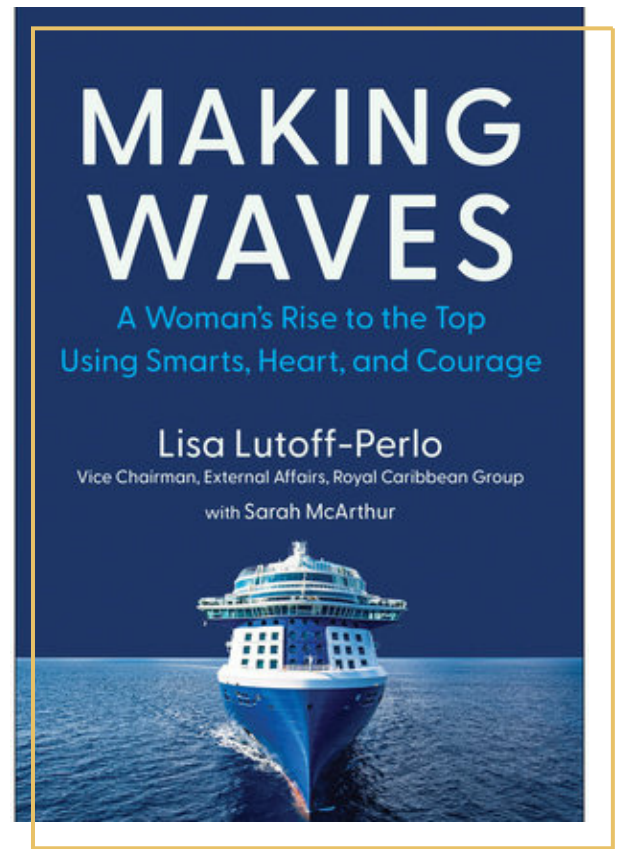
Making Waves follows the incredible career journey of Lisa Lutoff-Perlo, from her stories as an ambitious young woman to President & CEO of Celebrity Cruises and Vice Chairman for External Affairs at Royal Caribbean Group.

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

Lutoff-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 Lutoff-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.

Lutoff-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 Lutoff-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 Lutoff-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**



## KEYNOTE SPEAKER

- ✓ Building cultures that drive performance
- ✓ Leading through transformation and uncertainty
- ✓ Profitability, innovation, and growth strategy
- ✓ Developing executive presence and leadership bench strength
- ✓ Navigating complexity with clarity and conviction



BOSTON  
UNIVERSITY



FORTUNE



## 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

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



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**LET'S CONNECT**

