



## **Carnival Cruise Line Appoints Kathy Mayor as Chief Marketing Officer**

April 21, 2016

MIAMI (April 21, 2016) — Following an extensive global search, Carnival Cruise Line has hired Kathy Mayor as chief marketing officer. Mayor possesses wide-ranging experience in an array of marketing disciplines including e-commerce, digital and loyalty marketing, customer relationship management, business development and product and brand management.

In her new role as CMO, Mayor is responsible for driving Carnival Cruise Line's marketing strategy across a variety of platforms including digital marketing, e-commerce, advertising, guest loyalty and public relations. She will report directly to Carnival President Christine Duffy.

"We couldn't be more thrilled to have someone with Kathy's experience, talent and knowledge joining the Carnival family," said Duffy. "Her multi-dimensional marketing background focused on consumer brands and experiences make her an ideal candidate for this role."

Mayor previously worked at Las Vegas Sands Corp. where most recently she served as global senior vice president of strategy, CRM and e-commerce. In that role she led Sands' corporate marketing efforts in marketing technology, data science and market research, and then led Sands China's digital marketing, social marketing and e-commerce product management. Mayor joined Las Vegas Sands in 2008 and previously carried the titles of global vice president of CRM and loyalty marketing, and executive director of strategic initiatives.

Prior to joining Las Vegas Sands Corp., Mayor filled leadership positions at Caesars Entertainment, McKinsey & Company and Procter & Gamble. She holds a Masters of Business Administration from Harvard Business School and a Bachelor of Science in Management Engineering from Ateneo de Manila University in the Philippines.

Mayor is married and has two children.

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### **About Carnival Cruise Line**

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 24 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Australia, New Zealand and the Pacific Islands. The company currently has two new 133,500-ton ships on order--Carnival Vista, set to debut in May 2016, and an as-yet-unnamed vessel scheduled to enter service in 2018.