



## **Senior Executive Appointments and Promotions Announced for Princess Cruises, Holland America Line, Seabourn and Carnival Australia**

April 20, 2018

**SANTA CLARITA, Calif. (April 20, 2018)** – Carnival Corporation and plc, the world's largest leisure travel company, has made several key senior executive appointments and promotions to serve multiple brands and business units globally.

**Mr. Anthony (Tony) Kaufman** has been promoted to executive vice president, professional services and chief financial officer for four business units of Carnival Corporation – Princess Cruises, Holland America Line, Seabourn and Carnival Australia. In his new role, Kaufman will oversee the financial planning and reporting, financial analysis, accounting and tax strategy for this group. Kaufman now reports to Stein Kruse, chief executive officer of these business units. Previously, Kaufman served as executive vice president, international operations for Carnival plc's Princess Cruises brand, leading the line's Asia, Australia, United Kingdom and Europe business operations.

Throughout his 25-year career at Princess Cruises, Kaufman has held various roles including senior vice president of commercial affairs, which was a broad commercial role that included responsibility for onboard revenue and worldwide shore operations, as well as commercial transactions such as shipbuilding contracts, ship sales, and charters. He has also served as general counsel of the former P&O Princess Cruises plc and has held various other roles in legal and business affairs since joining the company in 1993.

Kaufman succeeds Tim Howie, executive vice president professional services and chief financial officer, who retired earlier this year after more than 10 years with the company.

**Ms. Kelly Clark**, senior vice president and chief ethics officer for Princess Cruises, Holland America Line, Seabourn and Carnival Australia, has assumed oversight of the legal department as general counsel. Clark previously served as a senior vice president overseeing fleet operations compliance and also served previously as general counsel to Holland America Line and Seabourn, where she oversaw the development of an award-winning compliance program. Clark succeeds Mona Ehrenreich, senior vice president and general counsel who retired earlier this year after nearly 25 years of service to the company.

"It's my privilege to announce the promotions of Kelly and Tony to these strategic senior roles and I'm confident their leadership, intellect and integrity will create a lasting effect for the brands, our employees and colleagues," said Stein Kruse, chief executive officer of Princess Cruises, Holland America Line, Seabourn and Carnival Australia. "These executive appointments are also the catalyst for additional promotions demonstrating the outstanding capabilities and leadership within the ranks of our company," added Kruse.

**Ms. Deanna Austin**, who has been with the company for 30 years, has been promoted to chief commercial officer for Princess Cruises. In addition to her current accountability leading global deployment and revenue management, Austin has overall responsibility for the commercial operations for the Princess Cruises brand in 12 international offices, as well as international sales through Princess Cruises' general sales agents around the world. Austin will continue to report to Jan Swartz, group president, Princess Cruises and Carnival Australia.

"Deanna is one of the brightest minds in commercial management and deployment planning in the cruise industry and this promotion positions Princess to benefit from her three decades of experience and leadership globally," said Jan Swartz, group president for Princess Cruises and Carnival Australia.

### **Group Shared Services (Financial)**

**Ms. Natalya Leahy** has been promoted to senior vice president and chief financial officer for Holland America Line and Seabourn. She will report to Kaufman. Leahy most recently served as vice president and CFO based in Seattle.

**Mr. Simeon Waldron** has been promoted to senior vice president and chief financial officer for Princess Cruises and Carnival Australia, reporting to Kaufman and based in Santa Clarita, Calif. Waldron most recently served as vice president and CFO of these business units.

### **Commercial and Product Management for Princess Cruises**

**Mr. Stuart Allison** has been promoted to senior vice president, Asia-Pacific Planning and Operations, for the Princess Cruises brand, reporting to Austin. In this new role, his accountability expands to include direct responsibility for Carnival plc's China, Japan, Taiwan, Korea, Hong Kong, and Singapore business. With the company for nearly 20 years, Allison was previously vice president of Princess Cruises' successful Australia and New Zealand business based in Sydney, where he will remain. He will retain revenue and operations oversight for the Australia and New Zealand business.

**Mr. Neil Rippon** has been promoted to vice president, domestics, Europe, and exotics product management for Princess Cruises. Adding to his current responsibilities, Rippon is now accountable for Europe and exotics revenue and Derek Krause, director, Europe and exotics product management, will report to him. Tony Roberts, vice president, UK and Europe, based in the UK, will report to Austin and partner with Rippon on achieving the brand's European revenue and sourcing plans. Rippon, as well as Trey Hickey in International Sales, will report to Austin.

## Guest Services for Princess Cruises

**Ms. Lorna Warren** has joined Princess Cruises as vice president, guest services where she will lead the shipboard guest services and operations function—including front desk, housekeeping operations, customer service, charters and groups, and the onboard quality assurance program. Warren will also support guest operations' strategic efforts for recruitment, career progression, training, and development of the seagoing staff in close partnership with the global human resources team. Warren brings to Princess Cruises more than 17 years of experience in the cruise industry.

## Marketing for Princess Cruises

**Ms. Shelley Wise** has been promoted to vice president integrated marketing (North America) for Princess Cruises accountable for brand marketing, advertising, consumer insights and analytics, creative services and direct marketing. She has been with the company for 10 years and continues to report to Gordon Ho, senior vice president, global marketing and North America sales.

# # #

## About Princess Cruises

One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of 17 modern cruise ships, carrying two million guests each year to more than 360 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England and World Cruises. A team of professional destination experts has created more than 150 award-winning itineraries, ranging in length from three to 111 days and Princess Cruises has been continuously recognized as "Best Cruise Line for Itineraries."

Princess Cruises continues its multi-year, \$450 million-dollar product innovation and cruise ship renovation campaign that continues to enhance the line's onboard guest experience. These enhancements result in more moments of awe, lifetime memories and meaningful stories for guests to share from their cruise vacation. The product innovations include partnerships with award-winning Chef Curtis Stone; engaging entertainment inspired shows with Broadway-legend Stephen Schwartz; immersive activities for the whole family from Discovery and Animal Planet that include exclusive shore excursion to onboard activities; the ultimate sleep at sea with the award-winning Princess Luxury Bed and much more.

Three new Royal-class ships are currently on order with the next new ship, Sky Princess, under construction scheduled for delivery in October 2019. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

## About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctica explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs who design dishes exclusively for our guests.

**Seabourn** is consistently ranked among the world's top travel choices by professional critics and the discerning readers of prestigious travel publications such as *Departures*, *Travel + Leisure* and *Condé Nast Traveler*. Its stylish, distinctive cruising vacations are renowned for:

- Intimate ships with a private club atmosphere
- Intuitive, personalized service provided by staff passionate about exceeding guests expectations
- Curated voyages to all seven continents delivering award-winning experiences
- All ocean front suites, luxuriously appointed
- Complimentary premium spirits and fine wines available on board at all times
- Welcome Champagne and complimentary in-suite bar stocked with your preferences
- Tipping is neither required, nor expected
- Finest resort at sea that is masterfully designed
- World-class dining, further enhanced through a culinary partnership with Chef Thomas Keller
- All dining venues are complimentary, dine where, when and with whom you wish
- Seabourn Conversations, connecting with visionary experts
- Ventures by Seabourn, optional shore excursions, enhance and extend destination experiences in select destinations.
- Select purposeful and sustainable travel experiences in partnership with UNESCO
- Spa & Wellness by Dr. Andrew Weil, featuring an exclusive mindful living program
- An evening entertainment experience in collaboration with Sir Tim Rice

Seabourn is a proud member of World's Leading Cruise Lines. The exclusive alliance also includes Carnival Cruise Lines, Holland America Line, Princess Cruises, Cunard Line, Costa Cruises, AIDA, P&O Cruises UK, P&O Cruises Australia and fathom. Seabourn is a brand of Carnival Corporation and plc (NYSE/LSE: CCL and NYSE: CUK). It has formed a partnership with United Nations Educational, Scientific and Cultural

Organization (UNESCO) to help protect World Heritage sites.

**NOTE to Editors:**

**Media Contacts:**

For Princess Cruises: Brian O'Connor, 661-753-1530, [BOConnor@princesscruises.com](mailto:BOConnor@princesscruises.com)

For Holland America Line: Sally Andrews, 206-298-3086, [SAndrews@HollandAmerica.com](mailto:SAndrews@HollandAmerica.com)

For Seabourn: Brian Badura, 206-626-9158, [BBadura@seabourn.com](mailto:BBadura@seabourn.com)