

Carnival Cruise Lines Hires Executive Vice President of Marketing and Guest Experience

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Ruben Rodriguez will join Carnival Cruise Lines as executive vice president of marketing and guest experience effective Oct. 29. Most recently he was a partner and managing director in the Miami office of Boston Consulting Group (BCG), a global strategy and management consulting firm.

In his new role, Rodriguez will have overall responsibility for marketing, public relations, guest experience and product development. He will report to Carnival President and CEO Gerry Cahill.

"As a BCG client, many of us here already know Ruben and have a great deal of respect and confidence in his abilities. We are happy that he has agreed to join our team," said Cahill. "With his diverse, well-rounded professional experience, Ruben brings the analytical and strategic thinking skills that will help our company continue to be an industry leader," he added.

"This is a wonderful opportunity for me to work with one of the leading companies in travel," said Rodriguez. "Carnival is already so successful and I am excited about working with this very talented management team and making a contribution to the organization's continued success," he said.

Rodriguez, 44, first worked for BCG for six years in its Los Angeles office in the 1990's where he advised consumer branded companies on growth and marketing strategies. One of his areas of expertise was in the toy industry and he left BCG in 1999 to serve as vice president and general manager of eToys International where he launched the company's international business unit based in London.

He joined Charles Schwab Corporation in 2001 initially as senior vice president of corporate strategy, then assumed responsibility for Schwab's southeast retail division in 2003 and relocated to Miami. He rejoined BCG in Miami in early 2005.

Rodriguez completed his undergraduate work at Princeton University where he earned a BS in mechanical engineering. He received his master's in engineering from the University of California at Berkeley and his MBA from Stanford. He resides in Coconut Grove, Fla., with his wife and two children.

Carnival Cruise Lines, a unit of Carnival Corporation & plc (NYSE/LSE: CCL, NYSE: CUK), is a proud member of the exclusive World's Leading Cruise Lines. Our exclusive alliance also includes Holland America Line, Princess Cruises, Cunard Line, Costa Cruises, and The Yachts of Seabourn. Sharing a passion to please each guest, and a commitment to quality and value, our member lines appeal to a wide range of lifestyles and budgets. Together, we offer exciting and enriching cruise vacations to the world's most desirable destinations.

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