

## Cruise Veteran Joins Royal Caribbean International as Senior Vice President, Sales

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Royal Caribbean International today named cruise industry veteran Vicki Freed as the company's senior vice president, Sales.

Freed joins the company after 29 years with Carnival Cruise Lines, where she spent the last 15 years as senior vice president of Sales and Marketing. Prior to that, Freed served in a variety of sales management positions within the cruise line. From 1998 to 2000, Freed also served as the first, and only, female chairman of the Cruise Line International Association, the marketing and travel agent training arm of the North American cruise industry.

"Vicki has an outstanding and proven background within our industry and we are very pleased to have her join our team," said Adam Goldstein, president and chief executive officer of Royal Caribbean International. "Vicki's passionate support of travel agents has been well chronicled and recognized. She will be a great asset to our brand as we continue to grow."

In her new role, Freed will take charge of the company's 345-person sales force, the largest sales team in the cruise industry. She will also manage the company's Trade Support and Services division, which includes Reservations, Group Sales, Customer Service, and Loyalty Programs. Freed will report to Goldstein.

Freed earned a bachelor's degree in business from the University of Colorado, and holds a Certified Travel Counselor designation. She also serves as a trustee of the United Way of Miami-Dade County.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and three under construction. The line also offers unique land-tour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand through its cruise tour division.

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