

Celebrity Cruises, Azamara Cruises Name New Senior Vice President, Marketing

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Celebrity Cruises and Azamara Cruises named hospitality executive Wayne Wielgus today senior vice president of Marketing.

In his new role, Wielgus will be responsible for the two brands' overall marketing efforts, including brand strategy and development, advertising, web marketing and research. Wielgus will report directly to Dan Hanrahan, president and CEO of the brands.

"We are delighted Wayne is joining us at such a pivotal time in Celebrity's and Azamara's growth and development," said Hanrahan. "Wayne has very successfully led marketing efforts at some of the largest and most popular brands in the lodging industry, and consistently has delivered dramatic results and returns throughout his career. His leadership, expertise and experience will be invaluable to Celebrity and Azamara as we continue to evolve our brands."

Wielgus has worked in the hospitality industry for more than 25 years. Previously, he was executive vice president and chief marketing officer for Choice Hotels International, where he provided strategic leadership for global marketing and reservations for more than 5,300 hotels in over 42 countries. Earlier, he was vice president of marketing for Best Western International, where he coordinated efforts at more than 4,100 hotels in 84 countries. Wielgus held various positions with Forte Hotels, Inc., Nendels Corporation, Inter-Continental Hotels Corporation, Ramada Inc., and Holiday Inns earlier in his career.

Wielgus received an M.B.A. from Memphis University in Memphis, Tennessee, and a B.S. in Marketing in from Fairfield University in Fairfield, Connecticut.

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