

**Betsy O'Rourke**  
*Senior Vice President, Marketing*  
**Royal Caribbean International**

Betsy O'Rourke is the company's senior vice president of Marketing responsible for all aspects of the global cruise line's marketing program, including brand strategy and positioning, consumer and trade advertising, web and loyalty marketing, research, brand development and communications.

O'Rourke, who has more than 25 years of marketing and communications experience, most recently served as senior vice president of Marketing and Communications for Wyndham Worldwide, where she was responsible for developing corporate marketing programs, oversaw media relations and served as marketing liaison within the company's various business units, including Wyndham Hotel Group, the world's largest hotel franchising company with nearly 7,000 hotels under 12 brand names.

Previously, she served as senior vice president of marketing for the Travel Industry Association of America, where she created SeeAmerica, an international umbrella marketing program for the U.S. travel industry, and was recognized for her leadership in the 9/11 travel industry recovery campaign. She has also held marketing positions at Choice Hotels International as a senior vice president, principal of Betsy Bromberg & Associates and director of marketing and communications at the American Hotel & Lodging Association. O'Rourke attended the Institut D'Etudes Politiques in Paris, France and received a Bachelor of Arts degree from the University of California at Berkeley.

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