

LISA BAUER
Senior Vice President – Hotel Operations
Royal Caribbean International

Lisa Bauer is currently Senior Vice President, Hotel Operations for Royal Caribbean International. In her current role, Bauer oversees the line's hotel services, food and beverage, onboard revenue and entertainment areas. Bauer has worked at Royal Caribbean International since October 2002, directing sales activities throughout North America. Bauer was a key architect of the line's successful "ETDBW - Easy To Do Business With" program.

Prior to joining Royal Caribbean, Bauer worked for Our Lucaya Beach & Golf Resort where she served as Vice President for Marketing and Sales. She was responsible for the resort's global sales and marketing activities, including field leisure, meeting sales, marketing, public relations, e-commerce and reservations.

Bauer was previously involved with the airline industry serving as Vice-President of Marketing, Sales and Distribution for Midwest Express Airlines and later working for Legend Airlines as the Senior Vice President for Marketing and Customer Service. In those roles, Bauer created marketing, advertising and sales strategies. She also was responsible for a national sales force, as well as creating and managing a groups and meeting department.

Throughout her career, Bauer has received numerous honors, including being selected as one of the most powerful women in travel by *Travel Agent Magazine* in May 2000. She also served on the boards of the Grand Bahama Island Tourism Board, Greater Milwaukee Open – PGA tour event and the Betty Brinn Children's Museum.

Bauer has completed the Certified Travel Counselor program and the Accredited Cruise Counselor program.