

Ramakrishna “Rama” Rebbapragada
Regional Vice President, International
Royal Caribbean Cruises Ltd.

As Regional Vice President, International of Royal Caribbean Cruises Ltd., Rama Rebbapragada is responsible for the growth and development of the business in the emerging markets of Asia, Latin America, Europe, Middle East and Africa.

Rama has returned to Miami headquarters after being based in Singapore the past couple years, where he led the company’s entry into the Asian markets and Australia, opening its regional headquarters in Singapore, its first Representative Offices in Shanghai, China, followed by Beijing and Guangzhou and its first Office in Sydney, Australia. Those offices are now fully functional and have dedicated management teams in place to oversee commercial operations in their respective markets.

His current responsibilities include managing the company’s global network of 45 International Representatives in Asia, Latin America, Europe, Middle East and Africa. He leads the sales and marketing organization in these regions, overseeing global sales, brand marketing, distribution marketing and PR functions. He is also responsible for the regional product development and itinerary planning.

A cruise industry veteran who has been an employee of the cruise line since 1983, he started his career on Royal Caribbean ships serving onboard for four years in various management positions in food and beverage operations. He then transitioned shore-side and worked in hotel operations and shipboard human resources prior to joining the company’s international sales and marketing department. For the last 15 years, he has been a key player in the expansion of the company's global sales and marketing efforts.

Rama holds degrees in Hotel Management from the Institute of Hotel Management in Mumbai, India and the Institute of Hotel Tourism Management in Salzburg, Austria. He also holds an MS degree in Hospitality Management from Florida International University, Miami and an MBA degree from Nova Southeastern University, South Florida.