

Vicki Freed
Senior Vice President, Sales and Trade Support & Services
Royal Caribbean Cruises Ltd.

Vicki Freed is Royal Caribbean International's senior vice president of Sales and Trade Support & Services.

Freed oversees the company's 345-person sales force, the largest sales team in the cruise industry. She also manages the company's Trade Support and Services division, which includes Reservations, Group Sales, Customer Service, and Loyalty Programs. Freed reports to Adam Goldstein, president and CEO.

Freed joined 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.

During her 29 years at Carnival, Freed earned numerous awards and accolades for outstanding achievement in sales and marketing, including being named *Travel Trade* magazine's "Executive of the Year," becoming the first female executive to receive that honor. Freed also received *Daily Cruise News*' 2006 and 2008 Helmsman's Award for Best Cruise Line Executive.

Freed has been appointed to serve on the Florida Commission on Tourism, a private/public partnership that is responsible for promoting Florida tourism. She also serves on the board of directors for ATME. She is a trustee of the United Way of Miami-Dade County. Previously, she served on the board of directors for the South Florida Chapter of Make-a-Wish Foundation for nine years.

Freed earned a bachelor's degree in business with an emphasis in marketing from the University of Colorado. She also holds a Certified Travel Counselor (CTC) designation.

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