



Jim Berra
Chief Marketing Officer
Royal Caribbean International

Jim Berra is Chief Marketing Officer at Royal Caribbean International. Berra oversees the leading cruise line's advertising, public relations, customer marketing and digital efforts in North America.

With Berra spearheading the creation and implementation of the company's creative strategy, Royal Caribbean has carved out its position as the most adventurous cruise line in the travel industry with its Come Seek experiential-driven brand campaign. The line has received notable recognition for its cutting-edge marketing, including an Effie Award for Media Innovation and the title of "Cruise Line Brand of the Year" in The Harris Poll's annual EquiTrend Study for its increased popularity among millennials.

Berra joined the largest global cruise line after his prior role as senior vice president and Chief Marketing Officer for Carnival Cruise Line. He also served as senior vice president and general manager for Rodale Interactive, a global media company publishing some of the best known health and wellness lifestyle magazines and books. There he led the development and marketing of the company's online businesses. Prior to that, Berra held various marketing positions at Starwood Hotels & Resorts, including senior vice president of customer marketing and strategic alliances – overseeing Starwood's loyalty programs, customer relationship management and strategic alliances. He began his marketing career at Hyatt Hotels & Resorts.

The Chief Marketing Officer has been honored with several awards, including the Industry Impact Award by Inside Flyer Magazine, and recognized in the World's 50 Most Influential CMOs by Forbes Magazine and Brand Week's list of Next Generation Marketers.

Berra holds two bachelor's degrees in economics and philosophy from Northwestern University.

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