



Larry Pimentel ~ President and CEO

Larry Pimentel is President and CEO of Azamara Club Cruises® a member of the Royal Caribbean Cruises Ltd. family of cruise lines. Since taking the helm in 2009, he and his team have created a new niche of cruise travel distinguished by Destination Immersion,® meaning longer stays, more overnights and night touring in port cities around the world.

Over a three-decade career, Pimentel has built successful cruise lines and brands while accumulating a unique body of knowledge about affluent travelers and the experiences that appeal to them. Before joining Azamara Club Cruises, he was president and CEO of SeaDream Yacht Club, a privately held luxury yachting company. At Carnival Corp. he served as president and CEO of Cunard Line and Seabourn Cruise Line. He was previously president and CEO of Classic Hawaii, a tour operating company.

His keen insights about the travel marketplace and luxury tastes and trends have made Pimentel an in-demand speaker, writer and educator. He was a Distinguished Lecturer at Cornell's School of Hotel Administration, and has led marketing seminars for Harvard Business School, Ritz-Carlton Company, Bloomberg and others. He was a founding member of The Luxury Marketing Council in New York, and also has been influential as director and chairman of major travel industry associations.

The cruise brands under Pimentel's leadership have won dozens of "best in class" awards from discerning travelers. At Azamara Club Cruises, the up-market, 686-guest Azamara Journey® and Azamara Quest® have been recognized with best in class, best service, best overall experience and other awards from *Travel + Leisure*, *Conde Nast Traveler* and *Cruise Critic's Cruisers' Choice Awards*. The company also has won top honors from the *UK Cruise Critic Cruisers' Choice Awards*, including best overall, best dining, best service, best value-for-money and more.

As one of the travel industry's most respected leaders in branding and luxury travel marketing, Pimentel has been honored with a Lifetime Achievement award from Cruise International, and selected as "one of the 25 most influential travel executives in America" and "global executive of the year."

Larry Pimentel is married and lives with his wife Sandi in Key Biscayne, Florida. They have five children.