



LARRY PIMENTEL
PRESIDENT AND CEO
AZAMARA CLUB CRUISES

Larry Pimentel, President & CEO of Azamara Club Cruises, is a high profile, international travel and tourism industry figure who is widely known for his acumen in marketing up-scale travel products. His unique body of knowledge on the subject complements exceptional skills as a forceful and compelling educator, speaker, writer and frequent lecturer. Pimentel has a well-earned reputation as one of the foremost experts on the topic of selling and marketing to discriminating travelers.

Prior to joining Azamara Club Cruises in January 2010, he was President, CEO and Co-Owner of SeaDream Yacht Club (2001-2009). Earlier he served as President & CEO of Cunard Line and Seabourn Cruise Line (1992-2001) and before that as President & CEO of Classic Hawaii, a tour operating company (1983-1992).

Of Portuguese descent, his ancestors settled in the Hawaiian Islands. Larry Pimentel is married and he and his wife Sandi live in Key Biscayne and have five children.

Among his many awards and accomplishments are:

- 2004 Leader in Luxury Award by Travel Agent Magazine
- 1998 Travel Industry Executive of the Year
- 1997 Global Executive of the Year
- Selected as one of the 25 most influential travel executives in America
- Past Director and educational Chairman of the United States Tour Operators Association (USTOA)
- Past Chairman of the Institute of Certified Travel Agents (ICTA)
- Founding member of the Luxury Marketing Council
- Distinguished lecturer at the Cornell University Hotel School
- Member, Board of Directors, Children's Bereavement Center
- Past Director of the education committee for the American Society of Travel Agents (ASTA)
- Past lecturer and seminar workshop leader for: Harvard Business School, Preferred Hotels and Resorts, the Ritz-Carlton Company, Morgan Stanley, Worth Magazine and many other business organizations.
- Past member, Board of Directors of the Transplant Foundation
- Past member, Board of Trustees of Palmer Trinity School
- Commander of the Order of Merit, The Republic of Portugal

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