Lisa Lutoff-Perlo believes in opening up the world through travel. She was appointed President and CEO of Celebrity Cruises in 2014, making her the first woman to lead one of Royal Caribbean Cruises Ltd.’s (RCL) cruise line brands – and the first and only woman CEO of a publicly traded cruise line on the New York Stock Exchange.

As a leader, innovator and smart disruptor, Lutoff-Perlo challenges assumptions about the cruise industry. She raises the bar on all diversity and inclusiveness, rallying young women to dream differently. She’s a champion of diversity of all kinds, removing barriers so that others may thrive. In a groundbreaking move in her new role at Celebrity, she hired the first American woman captain of a cruise ship.

Lutoff-Perlo’s innovations extend throughout the company. She’s led cutting-edge work to develop and launch multiple, next-generation cruise ships including the Solstice Class and upcoming Edge Class. She created and leads RCL’s Global Marine Organization, which ensures that all of the corporation’s fleet of 46 ships worth more than $30-billion run safely, smoothly and efficiently.

Her transformative leadership is ushering in a new era, redefining modern luxury for Celebrity Cruises. Lutoff-Perlo seeks to open the world for guests with a deeper understanding of what makes a great guest experience: a wide variety of ways to experience compelling destinations, welcoming and unpretentious service, distinctive onboard experiences, and unique approaches to design, culinary and accommodations.

Lutoff-Perlo has held a variety of roles during her 32-year tenure with Royal Caribbean Cruises Ltd. She spent many years in sales and marketing organization in varying roles and levels of responsibility, affording her a deep understanding of the value of customers.

Lutoff-Perlo actively participates in and lends her leadership to a number of community-building, philanthropic, and women’s organizations. She has received numerous awards for her contribution to gender equality, diversity and inclusion, the travel industry and South Florida industry.