

# Starboard Cruise Services appoints Lisa Kauffman as Senior Vice President, Chief Marketing Officer



Lisa Kauffman brings two decades of innovative marketing experience to the premier retailer at sea

Starboard Cruise Services, the premier retailer at sea, has appointed Lisa Kauffman as Senior Vice President, Chief Marketing Officer. In this role, Ms. Kauffman will take on the planning, development and execution of strategic initiatives for Starboard, supporting the delivery of exceptional guest experiences and brand innovation tailored to each of its cruise line partners.

Ms. Kauffman joins Starboard's Executive Team and Operating Committee and reports to Lisa Bauer, Starboard's President and CEO. Ms. Bauer comments: "Lisa's unique combination of extensive retail and cruise experience will be a tremendous asset to Starboard's continued growth. She is a proven innovator who will leverage her expertise to create meaningful retail guest experiences for our cruise line and brand partners."

Ms. Kauffman has over 20 years of experience driving sales and profits across a variety of products, experiences, channels and markets for global brands including Perry Ellis International, Celebrity Cruises, Macy's Florida & The Walt Disney Company. Before joining the Starboard team, she acted as Executive Vice President, Chief Marketing Officer at Perry Ellis International, where she was responsible for a portfolio of 25+ brands. During her time at the apparel company, Ms. Kauffman successfully led its global brand strategy, consumer insights, digital marketing, advertising, public

relations and loyalty programs.

Ms. Kauffman says: “We have an incredible opportunity to deliver compelling retail storytelling that delights our guests on their memorable vacation experiences. I look forward to working with this passionate and creative team who are true leaders in cruise retail.”