

## **Jan Swartz** **President, Princess Cruises**

As president of Princess Cruises, Jan Swartz leads the third largest cruise line in the world, overseeing a global cruise and tour company with a fleet of 18 modern ships that carry 1.8 million passengers annually. As a cruise vacation brand recognized globally, Princess employs more than 28,000 people and operates in more than 60 countries. Princess Cruises is part of Carnival Corporation & plc, the world's largest leisure travel company.

Swartz was appointed president in November 2013, after more than 15 years working with the cruise line. Prior to this, she served as executive vice president overseeing the line's sales, marketing and customer service operations, a position she held since 2009. In this role, she directed many of the line's key departments including domestic and international sales, global marketing and public relations, commercial planning, yield management and customer service for both consumers and retail business partners (travel agents). She has been at the forefront of the industry in developing innovative educational programs, like the award-winning Princess Academy and business-building tools for travel agents like OneSourceCruises.com.

Previously, Swartz served as senior vice president of customer service and sales for both Princess and sister brand Cunard Line, beginning in 2004. In 2001 she was appointed vice president of strategy and business development, and worked on the P&O Princess acquisition by Carnival Corporation.

Her first role with Princess began in 1997, as a management consultant with the prestigious Bain & Company, where for five years she worked with leading consumer and service companies on growth strategies. While at Bain, she led a team to evaluate and enhance Princess Cruises call center programs and distribution systems.

Additionally, Swartz is president of the Princess Cruises Community Foundation, a non-profit public benefit corporation that provides financial and in-kind support to charity and relief organizations. In this role, she guides the foundation's mission that serves to touch the lives of the people in the destinations the cruise line visits, the places where employees are from and through education and perseveration of natural and historical global landmarks by responding to disaster relief and supporting global communities' local health and welfare efforts.

In 2015, Swartz was honored as a Woman of Distinction by the Girl Scouts of Greater Los Angeles at their annual ToGetHerThere luncheon, which celebrates female leadership and inspires emerging leaders – high school Girl Scouts, who are making a difference in their communities.

Swartz holds a Master of Business Administration degree from Harvard Business School and earned a Bachelor of Arts degree in Economics and English from the University of Virginia. She is a member of The Committee of 200 (C200), an invitation-only organization of the world's most successful women business leaders, and she formerly served as the marketing chair of the Cruise Lines International Association (CLIA). Locally she has served on the Board of Directors for the Santa Clarita Valley Chamber of Commerce.