



# ALEXANDER ZEITZ

## CAREER HISTORY

### Virgin Voyages

*Sr. Director International Ops, Resilience & Inclusion*

January 2024 – Present

*Sr. Director International Ops, Experience, Inclusion, & Events*

December 2023 – Present

*Director of Experience, International Ops, & Events*

January 2023 – December 2023

*Director of Employee & Customer Experience*

June 2021 – January 2023

*Sr. Manager of Employee & Customer Experience*

January 2020 – June 2021

*Sr. Manager of Customer Experience*

September 2018 – January 2020

### Disney Parks, Experiences & Products

*Manager of Specialized Services & Operations*

July 2016 – August 2018

*Outport Operations Manager*

October 2014 – July 2016

*Guest Experience Manager of Outport Operations*

January 2011 – October 2014

*Guest Experience Manager*

*Entertainment/Event/Operations*

September 2006 – December 2010

*Entertainment Operations*

October 2002 – September 2006

### Celebrity Cruises

*Guest Relations Manager*

February 2008 – August 2009

## AWARDS

*Attitude 101: Trailblazers*

*Virgin Stars Award*

*The Walt Disney Legacy Award*

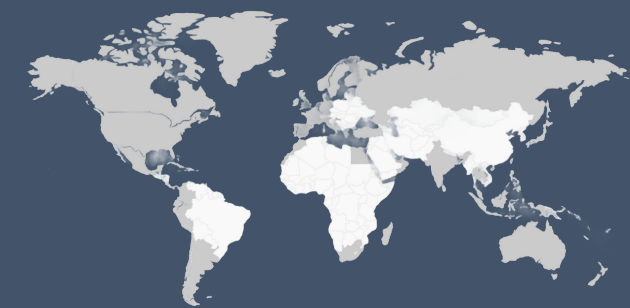
*Partners In Excellence*

*Manager Of The Quarter*

## LANGUAGE

<i>English</i>	Native	●●●●●●
<i>Spanish</i>	Fluent	●●●●●●
<i>French</i>	Intermediate	●●●●●●
<i>Japanese</i>	Basic	●●●●●●

## PAST WORK LOCATIONS



## COMMUNITY

*Presidential Service Award Recipient*

The Presidential Service Award is an honor and acknowledgment from the President of the United States that sets recipients apart from their peers

## EXECUTIVE PROFILE

Innovative senior leader with extensive experience in designing and delivering transformative customer and employee experiences across global hospitality, cruise, and entertainment sectors. Proven ability to lead human-centered design initiatives, foster innovation, and build customer-obsessed cultures. Skilled in leveraging insights, digital capabilities, and operational excellence to drive loyalty, growth, and brand differentiation. Adept at leading complex, matrixed organizations with a collaborative and inspiring leadership style.

## CORE COMPETENCIES

- Human-Centered Design & Innovation
- Customer Journey & Experience Transformation
- Digital Product & Service Design
- Operational Excellence & Strategic Planning
- Data-Driven Insights & Performance Metrics
- Cross-Functional Leadership & Stakeholder Influence
- P&L & Business Development
- Culture Building & Diversity, Equity & Inclusion (DEI)

## PROFESSIONAL EXPERIENCE

### Current

- Spearheaded the creation of world-class experiences for *Condé Nast Traveler, Travel + Leisure, TripAdvisor, and Cruise Critic* top-rated cruise line
- Led the strategic delivery of a \$24M beach club and a \$135M LEED Gold-certified flagship terminal at PortMiami, setting new standards in sustainable, customer-centric design.
- Mapped end-to-end employee and customer journeys, leveraging behavioral insights and data to drive organizational change, engagement, and brand loyalty across enterprise-wide initiatives.
- Served as a relationship ambassador to customers, unions, and government agencies, demonstrating expertise in operational planning and stakeholder management across diverse regions.
- Managed global recruitment, onboarding, and recognition strategies for 5,000+ employees from over 90 nations, fostering an inclusive and connected culture.
- Led Inclusion initiatives, achieving pay equity, increasing employee authenticity (87%), and strengthening brand purpose alignment (90%).
- Led efforts to create the most gender-balanced cruise line in the industry.

### Past

- Former head of CareTeam, trained in trauma-informed care and crisis response, available to provide emotional support, vital information, and assistance during emergencies or challenging situations.
- Designed and implemented digital ecosystems for port exploration, elevating customer engagement, and expanding experiential offerings.
- Created content and guides that connected guests with local attractions, boosting customer satisfaction and revenue.
- Delivered record-setting high-yield experiences with 91% excellent service ratings, significantly increasing upgrade revenues (\$1.75M).
- Led on-site productions and media collaborations, including broadcast partnerships with ABC, CNN, NBC, and others, elevating brand visibility.
- Designed and executed experiential marketing campaigns that set industry standards.
- Developed emergency response plans, operational training, and resource planning models resulting in streamlined operations and cost savings (14% staffing, 4% project costs).
- Managed multi-million dollar projects with an emphasis on innovation, customer obsession, and operational excellence.

## WHY I'M THE RIGHT FIT

- Extensive experience in elevating customer experience through human-centered design, innovation, and operational excellence.
- Proven track record of leading transformation initiatives in complex, global organizations that blend physical infrastructure, digital capabilities, and service excellence.
- Demonstrated leadership in building inclusive, customer-obsessed cultures aligned with strategic business goals.
- Skilled at driving brand loyalty, partnership growth, and implementing disruptive, innovative solutions.