



ALEXANDER ZEITZ

TRANSFORMATIONAL EXPERIENCES DESIGNER & DELIVERY EXECUTIVE

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

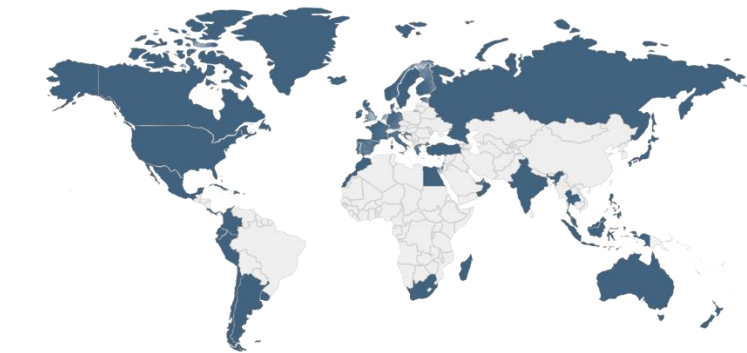
Guest Relations Manager
February 2008 – August 2009


- **AWARDS**
- Virgin Stars Award Nominee*
- The Walt Disney Legacy Award*
- Partners In Excellence*
- Manager Of The Quarter*

LANGUAGE

- English:** Native
- Spanish:** Strong
- French:** Basic
- Japanese:** 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

EXPERIENCE

- CURRENT**
- Member of the trifecta experience creation team that delivered TripAdvisor's most 5-star reviewed cruise line and **the 1st brand to (ever) sweep the Cruise Critic Cruisers’ Choice awards.**
 - The Experience lead that delivered the **\$24 MIL beach club** and **\$135 MIL flagship terminal** at PortMiami- one of the first cruise terminals designed to meet LEED Gold standards
 - Member of the **Senior Operating Committee**, which is tasked with driving a purposeful focus on planning, investment, and achieving the highest possible ROI
 - At the enterprise level, map existing and new **end-to-end employee and customer journeys**, missions, and propositions with frequent board interaction, engagement, and approval
 - Leverage data and behavioral insights** to drive transformative change, engagement strategies, and an overall focused value proposition
 - Responsible for the **creation of unpackable project briefs**, allocating the necessary resources, and maintaining an appropriate connection between the delivery team and the expectations of the CEO and COO
 - Lead the strategy behind global **recruitment, onboarding, engagement, and recognition** portfolio of work for over 5,000+ employees from 90+ nations
 - During my tenure as a leader of the employee experience and a **Co-lead on Diversity, Equity, Inclusion, and Belonging** we delivered:
 - Equal pay for equal work**, regardless of nationality or gender
 - Set the tone that inspired **1000 global impact hours**
 - 87% of Employees feel like they can be themselves**
 - 90% of the Employees feel connected to our brand purpose**
 - Proudly co-lead the strategies behind achieving the **most gender-balanced** cruise line in the industry
 - Serve as **head relationship ambassador** to customers, unions, third-party contractors, and government agencies as it related to travel and operational planning, training, and day-to-day-business in diverse regions of the world
 - Adept in the art of **achieving through others**, which is driven by the ability to lean into a highly collaborative approach, and value and promote a diverse set of perspectives
- PAST**
- Part of an intimate team of **product owners** tasked with the articulation of requirements and implementation of the **digital ecosystems**
 - Co-author** of dozens of **Port Guides** that encourage customers to explore and connect with local restaurants, attractions, and shops
 - Co-curated 100s of experiences** that not only deliver millions in fare revenue but also raise funds for non-profit partners that enrich the locations in which we operate
 - Responsible for the overall **development, implementation, and management of the service program** for Disney Signature Experiences: Disney Cruise Line & Adventures by Disney
 - Delivered the **highest-yielding** experience on record for a key business
 - Achieved a **91% excellent service rating**, while driving upgrade revenues of \$1.75 million
 - Implemented a philosophy of whatever, whenever, wherever, **making the impossible possible** for key individuals of high value to the brand and partner companies
 - Worked as part of teams to produce multiple press events, on-site shoots, and content creation for social, print, and broadcast: ABC, CNN, ESPN, Univision, Freeform, Disney Channel, and NBC- including a TV special that **set a network viewership record**
 - Compassionate and dependable corporate-level **crisis/emergency responder** who was recognized for the creation of operational response plans currently in use
 - Provided all content for **operational training programs** as it relates to services, safety, experience, and brand image standards
 - Managed multiple launches with both projects and staffing **cost savings** of 14% and 4% respectively under their multi-million-dollar targets
 - Achieved **40% profit margin** in operational areas through pricing and resource planning
 - Exhibited a high level of stamina, evident in the ability to **travel 50% to 75%** of the time, and the aptitude to land multiple time zones ahead and hit the ground running
 - Successfully curbed employee turnover** and out-of-work time by analyzing patterns, acting, and fostering a supportive and diverse environment
 - Approved and executed **in-market brand presence**, that set an industry standard; including location-based package creation, logistics, installation, budget, and upkeep

SKILLS

