

ALEXANDER ZEITZ

EXECUTIVE PROFILE

Enterprise-scale experience, operations, and culture executive with 20+ years leading premium global brands across travel, hospitality, and entertainment. Proven track record delivering nine-figure capital assets, enterprise-wide experience transformation, and measurable commercial and engagement outcomes. Trusted advisor to Boards, CEOs, and COOs with deep expertise spanning guest experience, global operations, workforce strategy, and inclusion-led performance. Known for translating brand purpose into sustained financial, reputational, and people results.

CORE EXECUTIVE CAPABILITIES

- Enterprise Experience & Operations Strategy
- Global Workforce, Culture & DEIB Leadership
- Capital Investment & ROI Governance
- Board, CEO & C-Suite Advisory
- Premium Brand & Guest Experience Design
- Financial & Commercial Acumen
- Large-Scale Transformation Delivery

PROFESSIONAL EXPERIENCE

VIRGIN VOYAGES

Senior Director- Global Operations, Experience, & Belonging

Current

Enterprise leader accountable for end-to-end guest and (previous employee) experience strategy across a global cruise brand operating in highly regulated, multi-national environments. Senior Operating Committee member with direct CEO, COO, and Board engagement.

Enterprise & Strategic Impact

- Enterprise co-owner of the end-to-end guest experience strategy, contributing to Virgin Voyages becoming the most 5-star reviewed cruise line globally and the first brand to sweep Cruise Critic Cruisers' Choice Awards.
- Executive sponsor for \$160M+ in guest-facing capital investments, including a \$135M LEED Gold flagship terminal at PortMiami and a \$24M destination beach club, delivering differentiated brand experience and long-term ROI.
- Senior Operating Committee member driving enterprise planning, capital allocation, and investment prioritization to maximize commercial and brand returns.
- Established an enterprise operating model linking CEO/COO strategic intent to execution through investment briefs, governance frameworks, and delivery accountability.

Global Workforce, Culture & Inclusion Leadership

- Owned the global workforce experience portfolio (recruitment, onboarding, engagement, recognition) for 5,000+ employees across 90+ nationalities.
- Lead Diversity, Equity, Inclusion & Belonging strategy delivering:
 - Equal pay for equal work across nationality and gender
 - 87% employee authenticity index and 90% purpose connection
 - Industry-leading gender balance across shipboard and shoreside teams
- Inspired and enabled 5,000+ global impact hours, embedding purpose into day-to-day operations.

Governance, Stakeholder & External Leadership

- Serve as enterprise relationship lead to unions, government agencies, third-party partners, and customers on matters of global operations, workforce strategy, and experience delivery.
- Leveraged data, behavioral insights, and customer intelligence to drive continuous transformation across experience, engagement, and value proposition.
- Recognized internally for achieving outcomes through influence, collaboration, and diverse leadership teams rather than hierarchy.

DISNEY PARKS, EXPERIENCES & PRODUCTS

Manager, Specialized Services & Global Operations

2006 – 2018

- Senior leader across Disney Cruise Line and Adventures by Disney, responsible for premium guest services, global operations, crisis response, and brand-defining experiences.
- Led service design and operational delivery for Disney Signature Experiences, achieving a sustained 91% "excellent" guest satisfaction rating.
- Delivered record-setting, highest-yielding experiences for key business units, including \$1.75M in incremental upgrade revenue.
- Achieved consistent 40–60% operating margins through pricing strategy, resource optimization, and demand planning.
- Recognized corporate-level crisis and emergency responder; developed operational response plans still in use.
- Produced and supported major media, press, and broadcast initiatives (ABC, CNN, ESPN, Univision, NBC), including a network-record-setting television special.
- Managed multiple global launches, delivering projects under budget with 14% project cost savings and 4% staffing efficiencies.

CELEBRITY CRUISES

Guest Relations Manager/Associate Hotel Director

2008 – 2009

- Led guest relations operations for a premium global cruise brand, managing complex service recovery, VIP programs, and frontline experience teams.
- Recognized for balancing guest advocacy, operational integrity, and brand reputation in high-volume environments.

CONTACT

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AWARDS & RECOGNITION

Attitude 101 Trailblazer

Virgin Stars Award

The Walt Disney Legacy Award

Partners in Excellence Award

LANGUAGES

English: Native

Spanish: Professional

French: Limited

Japanese: Elementary

GLOBAL EXPERIENCE

Extensive international leadership experience across North America, Europe, Asia, the Caribbean, and Latin America



COMMUNITY & SERVICE

The President's Volunteer Service Award honoree:

The premier volunteer honor in the United States, recognizing sustained dedication to service and meaningful community impact.