



Mario Siebaldi Promoted to Senior Vice President Guest Operations for Princess Cruises

March 21, 2016

SANTA CLARITA, Calif. (March 21, 2016) – Mario Siebaldi has been promoted to the new position of senior vice president, guest operations for [Princess Cruises](#). In this new role, Siebaldi will lead an integrated team to deliver the cruise line's "come back new promise," providing guests exceptional cruise vacation experiences.

The appointment follows the unification of the line's shoreside Guest Food & Beverage Experience and Guest Services & Technology teams, yet another step in Princess Cruises' commitment to delivering seamless and exceptional guest experiences. Siebaldi leads the integrated team, building on the strong foundation and momentum the respective functions have successfully established, and identifying new ways to leverage the collective expertise by pairing innovative concepts with streamlined execution.

In his most recent position as vice president of guest services & technology, Siebaldi introduced a number of guest experience innovations, including the award-winning Princess@Sea onboard application developed by the Princess Cruises information technology team.

"Mario is a respected leader in our organization and brings an in-depth understanding of our operations to his expanded role," said Rai Caluori, executive vice president of guest experience and product development. "With his continued dedication and commitment to the Princess brand, Mario will be integral in supporting the fleet to ensure our guests 'come back new'."

Siebaldi brings over 25 years of experience at Princess Cruises, including a wide variety of onboard and shoreside roles.

Additional information about Princess Cruises is available through a professional travel consultant, by calling 1-800-774-6237, or by visiting the company's website at [princess.com](#).

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About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK).

Newsroom:

Additional media information is available at [princess.com/news](#)

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