

Bettina Deynes

Global Chief Human Resources Officer, Carnival Corporation & plc

Bettina leads the global human resources function for Carnival Corporation & plc and its eight global cruise line brands. In this role, she oversees a workforce of more than 160,000 global employees from 150 countries. Reporting to the CEO, Bettina is ultimately responsible for all human capital, including attracting, retaining, and rewarding talent; leading more collaborative approaches with the operating companies to optimize human resources (HR), as well as enhancing the company's culture and leading the organization's Wellness efforts.

Bettina has over 25 years of experience in management and human resources and previously served as Chief Human Resources Officer for Carnival Cruise Line, overseeing shoreside and shipboard human resources, shaping and executing workforce planning strategies, and providing key support to the organization during a time of unprecedented challenges.

Among Bettina's many accomplishments, she was presented the National Women's Conference Top 100 Women in Business award and under her leadership, the company continues to receive distinguished honors for its employee experience and excellence.

Bettina is also a sought-after motivational speaker and has been featured in numerous publications, including a novel published in 2013, "Alejandra's Quest." She is a frequent author and speaker on HR issues, Human Capital and Wellness topics.

Roles & Chronology

2022 – Present	Global Chief Human Resources Officer, Carnival Corporation & plc
2019 – 2022	Chief Human Resources Officer, Carnival Cruise Line
2018 – 2019	Senior Managing Partner, Surrogate CEO
2014 – 2018	Chief Human Resources Officer, Society for Human Resource Management (SHRM)
2012 – 2014	Chief Human Resources Officer, City of Alexandria, Virginia
2011 – 2012	Chief Human Resources Officer, National Association of Social Workers
2009 – 2011	Adjunct Faculty for Sports Management Masters' program, Georgetown University
2006 – 2011	Vice President, Human Resources, The Washington Nationals Baseball Club
2003 – 2006	Director of Human Resources, Washington Wholesale Company
2001 – 2003	Director, Global Commerce & Information
1999 – 2001	General Manager, Allen Holbrook



1993 – 1999

Manager, Human Resources, PMM Companies

Corporate & Charitable Leadership

Bettina is a certified member of the Society for Human Resource Management and currently serves as an Advisory Board Member for HR Innovators and FIU's Chaplin School of Hospitality & Tourism Management. Bettina also served as the Northern Region Representative to the International Public Management Association for Human Resources-VA Board of Directors, as well as serving as the U.S. Voting Member of the International Standards Organization (ISO). Bettina has been and continues to be a featured motivational speaker and author in various media outlets on HR issues, human capital and wellness topics, and some of her speaking engagements include being a keynote speaker for the ADRA Leadership Summit, commencement graduation keynote speaker for The Chelsea School, and panelist for the Alexandria Chamber Business Competitiveness Summit. While at SHRM, Bettina led and emceed the largest diversity and inclusion conference in the world.

Educational Background

Bettina earned a Bachelor of Science in Business Administration from the University of Phoenix, a Master of Science in international management and business, and a Master of Science in business administration, both from the University of Maryland Global Campus. Bettina holds both senior professional HR certifications: Senior Professional in Human Resources Certification (SPHR) by the Human Resources Certification Institute (HRCI) and the SHRM-SCP (Senior Certified Professional) by the Society of Human Resource Management.