

# Felix Eichhorn

President, AIDA Cruises

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Felix is President of AIDA Cruises, the market leader in the German-speaking cruise market. In his role, Felix is responsible for all aspects of AIDA Cruises' global business and operations, including over 18,000 shipboard and shoreside team members and a fleet of 11 ships. He reports to Josh Weinstein, Chief Executive Officer of Carnival Corporation Ltd.

Felix is a proven industry expert and has accompanied the unique growth of AIDA Cruises in various management positions of increasing responsibility for more than 20 years. He has been a visionary leader for AIDA Cruises, driving substantial growth, optimizing overall business operations, ensuring a positive and innovative guest experience, and fostering a culture of excellence throughout the brand.

Among Felix's many accomplishments as President, he has spearheaded numerous environmental initiatives at AIDA Cruises and demonstrated a strong commitment to sustainability and innovation. Under his leadership, the cruise line introduced the world's first cruise ship capable of being powered in port and at sea by liquefied natural gas (LNG). Also, as part of its Green Cruising Strategy, Felix oversees the brand's investments into new environmental technologies and trials, including the use of biofuels, fuel cells and battery storage systems.

Felix started his career at AIDA Cruises in 1999 with a dual studies program. In the following years, he held a wide variety of positions on board and on shore before assuming responsibility for sales and yield management of AIDA Cruises as Senior Vice President, Sales, Yield Management and Flight Operation in 2013.

## Roles & Chronology

2015 – Present	President, AIDA Cruises
2013 – 2015	Senior Vice President, Sales, Yield Management & Flight Operation, AIDA Cruises
2012 – 2013	Vice President, Sales, Yield Management & Flight Operations, AIDA Cruises
2009 – 2011	Vice President, Yield Management & Flight Operations, AIDA Cruises
1999 – 2002	Dual Studies Program, Business Development, AIDA Cruises

## Corporate & Charitable Leadership

Felix is an elected Board member of the German Travel Organization (DRV). Additionally, he is Presidium Member of the Federal Association of the German Tourism Industry (BTW), member of the Administrative Board of the German Shipowners' Association (VDR), as well as member of the European Executive Committee of the Cruise Lines International Association (CLIA).

## Educational Background



Felix studied business management at the Economic Academy Hamburg and completed the General Management Program at Harvard Business School in Boston.