

Katie McAlister

President, Cunard

Katie is President of luxury British cruise line Cunard, a world-class brand that pioneered transatlantic journeys. As President of the leading operator of passenger ships on the North Atlantic, Katie oversees all performance and operational functions of Cunard and its fleet of ships. She reports to Paul Ludlow, President of Carnival UK and P&O Cruises.

A cruise industry veteran, Katie brings decades of commercial and operational experience as well as digital transformation expertise and strategic oversight to the role. Katie joined Cunard at a key point in its history and is responsible for overseeing the brand's growth opportunities and expansion while retaining its renowned luxury, signature touches. Under Katie's leadership, Cunard ushered in a new era of cruising for the brand with the introduction of Queen Anne in 2024, bridging the brand's 183-year historic legacy with modern ocean travel.

Roles & Chronology

2023 – Present	President, Cunard
2018 – 2023	Chief Marketing Officer, UK & Ireland, TUI
2016 – 2021	Digital Director, Northern Region, TUI Group
2014 – 2023	Director of Business Change, Customer, TUI
2013 – 2023	Head of Customer Strategy and CRM, TUI
2008 – 2023	Head of Multichannel User Experience, Digital, TUI

Corporate & Charitable Leadership

2021 – Present	Non-Executive Director, The Rank Group
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Educational Background

Katie earned a Bachelor of Arts in Modern Languages with Linguistics from The Manchester Metropolitan University.