

# Mario Zanetti

President, Costa Cruises

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Mario is President of Costa Cruises and responsible for overseeing the brand globally with the aim of guiding Costa to strengthen its leadership in Europe, South America and Asia, and ensure profitable and sustainable growth in the long term. He reports to Josh Weinstein, Chief Executive Officer of Carnival Corporation & plc.

Mario is a seasoned executive with extensive expertise in pricing and revenue management, including a deep understanding of strategic and dynamic pricing techniques, inventory control, forecasting/budgeting processes, models and commercial reporting. He also has an impressive track record and substantial experience in leading strategic project teams.

A veteran with over 20 years of experience in the cruise industry, Mario began his career with Costa Cruises in 1999 when he joined the Costa revenue management unit based in the brand's Genoa headquarters, which he brought to excellence over the years. In 2017, he was named President of Costa Asia, where he demonstrated great leadership capabilities, promoting important innovations in Costa's local business.

## Roles & Chronology

2021 – Present	President, Costa Cruises
2017 – 2021	President, Costa Group Asia
2017 – 2017	President, Carnival China
2016 – 2017	Senior Vice President Revenue Management, Costa Cruises
2015 – 2017	Vice President Revenue Management, Itinerary Planning, Air and Sea Operations, Costa Cruises
2013 – 2015	Director Revenue Management, Itinerary Planning, Air and Sea Operations, Costa Cruises
2012 – 2013	Director Revenue Management, Itinerary Planning, Costa Cruises
2007 – 2012	Director Revenue Management, Costa Cruises
2006 – 2007	Head of Revenue Management, Europe, Costa Cruises
2003 – 2006	Yield Management and Revenue Planning Manager, Costa Cruises
2000 – 2003	Revenue Analyst, Costa Cruises
1999 – 2000	Inventory Control Ship Supervisor, Costa Cruises

## Corporate & Charitable Leadership

At the beginning of 2024, Mario was unanimously appointed President of Confitarma, the Italian Confederation of Shipowners for a four-year term from 2024-2028.

## Educational Background

Mario studied maritime economy at University of Genoa and completed his executive education by attending general management programs at Insead Business School.