Beth Bodensteiner

President, Holland America Line & Seabourn

Beth is President of award-winning, premium cruise line Holland America Line and President of Seabourn, the leader in luxury cruising and expedition travel. In her role, she oversees all aspects of the cruise lines' business, performance and strategic direction. She reports to Josh Weinstein, Chief Executive Officer of Carnival Corporation Ltd.

Previously, Beth served for six years as Senior Vice President and Chief Commercial Officer of Holland America Line where she directed revenue management, deployment, product marketing, pricing and planning for Alaska Land+Sea Journeys, and integrated marketing for the cruise line. During this time, she also took on increasing commercial responsibilities, including Holland America Line's global sales, customer service and e-commerce, as well as commercial activities for the company's ultra-luxury Seabourn brand. She previously held various marketing roles in the Pacific Northwest.

A 20-year veteran of Holland America Line, Beth began her career at the cruise line in 2002 in public relations and progressed through numerous promotions since that time. Among Beth's many accomplishments, she spearheaded the deployment and rollout of an advanced yield optimization and demand analytics (YODA) system that dynamically generates millions of weekly booking demand recommendations to optimize revenue and inventory across the company. She also helped further define Holland America Line's market of prospective high-value, high-affinity guests, enabling the cruise line to drive incremental customer demand through a variety of high-profile collaborations, entertainment offerings and immersive experiences with organizations such as Top Chef, Audible and Wheel of Fortune, among others.

In 2015, Beth was named to the Puget Sound Business Journal's prestigious list of "40 Under 40," selected from more than 400 nominees. She previously served on the Boards for Junior Achievement and Seattle Children's Theater.

Roles & Chronology

2026 – Present	President, Holland America Line & Seabourn
2024 – Present	President, Holland America Line
2019 – 2024	Chief Commercial Officer, Holland America Line
2014 – 2019	Senior Vice President, Revenue Management, Holland America Line
2011 – 2014	Vice President, Revenue Management & Product Marketing, Holland America Line
2009 – 2011	Director, Voyage Marketing, Holland America Line
2007 – 2009	Director, North America & Caribbean Marketing, Holland America Line
2006 – 2007	Senior Product Manager, Caribbean & International Marketing, Holland America Line
2003 – 2006	Product Manager, Revenue Management, Holland America Line
2002 – 2003	PR Coordinator, Public Relations, Holland America Line

Educational Background

Beth earned a Bachelor of Arts degree in English Literature from the University of Washington.