

TRAVEL AND HOSPITALITY

Starboard hires president/CEO from Delta Airlines

June 11, 2019



Celebrity Silhouette's on-board shopping

By STAFF REPORTS

LVMH's Starboard Cruise Services has named Lisa Bauer its new president/CEO, tapping into the executive's experience in the travel business.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Ms. Bauer will be overseeing all of the operations of Starboard as well as its sister integrated media company Onboard Media. She comes to Starboard from Delta Airlines, where she was most recently vice president of onboard experience.

Travel experience

Ms. Bauer's experience also includes a long tenure at Royal Caribbean International, in roles such as executive vice president of global sales, senior vice president of sales and marketing and senior vice president, hotel operations, which included oversight of onboard entertainment.

Following her time at Royal Caribbean, Ms. Bauer was executive vice president of global operations and chief operating officer for International Cruise & Excursions, Inc. before joining Delta.

In her new role at Starboard, Ms. Bauer will report to LVMH managing director Tony Belloni. She will be based in Miami.

"Lisa's career has been rooted in the travel industry," said Mr. Belloni in a statement. "She has a passion for driving the customer experience through innovation.

"She is an accomplished leader, who possesses an enviable record in the airline, hotel, cruise line and leisure travel industries," he said. "Her international experience will greatly benefit Starboard's future potential."



Lisa Bauer. Image credit: Starboard

Starboard is a travel retail company that works with cruise lines to facilitate their onboard shopping experience.

"I'm honored to be assuming the leadership role for Starboard and Onboard Media during this innovative time in both cruise and in retail," Ms. Bauer said in a statement. "Returning to the industry where I've spent the majority of my career and applying my focus for exceptional guest experience is a thrilling proposition.

"Our customers are celebrating life's special moments and we have the chance to provide the ultimate memory of their dream vacation," she said. "I'm eager to reconnect with our cruise line customers and excited to meet with our global teams who delight thousands of guests every day through The Starboard Way."

In her new role, Ms. Bauer succeeds Beth Neumann, who left Starboard earlier this year.

As cruise ships become more jam-packed with activities, Starboard Cruise Services is undergoing a transformation to make visits to its stores more of an experience.

Whereas in the past travelers would turn to shopping as something to do after days out at sea, today retailers need to do more to become part of a guest's time aboard a ship, according to an executive from the company speaking at Luxury Marketing Forum. Starboard, which partners with cruise lines such as Celebrity Cruises and Royal Caribbean, is seeking to add more discovery, entertainment and social components to its retail environments to add value and relevance to the broader on-board experience ([see story](#)).