

COMMERCE

## Cunard appoints 25-year cruise marketing exec to president post

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*The company has recruited a longtime industry player to lead in an executive capacity. Image credit: Cunard*

By LUXURY DAILY NEWS SERVICE

British cruise line **Cunard** is tapping Katie McAlister to lead the company.

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Ms. McAlister has navigated the cruise industry for 25 years, most recently operating as chief marketing officer at German cruise line TUI. In an age where digital activation and engagement are key, a specialty in marketing renders the leader well-positioned to push Cunard forward as president, effective August 2023.

"We are delighted to have someone of Katie's caliber join Cunard at this vital time of expansion," said Sture Myrmell, president of Carnival Corporation U.K., in a statement.

"Her commercial and operational experience, as well as digital transformation expertise and strategic oversight, will build on the current team's exceptional work to ensure that Cunard's brand and growth opportunities are maximized as we look forward to the introduction of Queen Anne next year."

### Cruising forward

Ms. McAlister holds a diverse resume within the industry.

In addition to top marketing positions, she has held commercial, overseas delivery and digital roles at TUI. She brings with her to Cunard a holistic view of the business.

Until she takes up her new appointment in the fall of this year, she will remain TUI's chief marketing officer and U.K. and Ireland board member, leading sales channels in the region for the group and its Marella and First Choice cruise lines.

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cunardline (@cunardline) [March 22, 2023](#)

Additionally, she oversees TUI's brand and digital marketing on a global basis.

"This was an unrivaled opportunity to join an iconic travel company at a key point in its history," said Ms. McAlister, in a statement.

"I am so looking forward to joining the team as it widens its appeal and expands its guest base whilst retaining its renowned luxury, signature touches."

Cunard has been celebrating its heritage as of late, turning to online activations to observe a 100-year anniversary ([see story](#)).

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