

COMMERCE

Silversea appoints new president

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Mr. Hernandez has more than a decade of executive-level experience at Royal Caribbean Group. Image credit: Silversea

By LUXURY DAILY NEWS SERVICE

Luxury cruise line **Silversea** is introducing a new corporate leader.

Effective immediately, American Bert Hernandez will become president of the brand, appointed by parent company Royal Caribbean Group. Mr. Hernandez steps into the role that Barbara Muckermann has held since January 2023; she departs following 14 years of service to Silversea in various positions to “pursue new opportunities.”

“I have had the pleasure of working with Barbara since 2018 when Silversea joined Royal Caribbean Group, first in her role as chief marketing and commercial officer and later as brand president,” said Jason Liberty, president and CEO of Royal Caribbean Group, in a statement.

“Barbara has helped position Silversea as the world’s top ultra-luxury and expedition cruise line, and the brand further solidified its leadership with the official inauguration of Silver Nova earlier this year, a ship hailed as ushering in a new era of luxury at sea,” Mr. Liberty said. “I would also like to congratulate Bert on his appointment as the next brand president of Silversea.

“With deep industry knowledge, experience in markets around the world, and past leadership of a luxury cruise line, I know Bert is well positioned to chart a smart course for Silversea’s continued growth and success.”

New horizons

Having served as Royal Caribbean Group’s international SVP for the past two years, Mr. Hernandez has spent two decades in total at the corporation.

In that high-ranking role, he worked in more than 80 countries, building off of his experience as the president of Royal Caribbean International in China. In the high-end segment, the Miami-based professional was the COO of luxury cruise line Azamara before it was sold in 2021.



The new president's experiences in China and around the globe could help Silversea foster growth in key luxury regions. Image credit: Silversea

"I have long admired the wonderful brand that Barbara and team have built over 30 years and respect how they have been driven to create the most unique and memorable experiences in travel," said Mr. Hernandez, in a statement.

"The opportunity to lead and grow such a beloved brand is a great honor, and I couldn't be more excited to work with the experienced Silversea leadership team," he said. "The future of the brand has never been brighter as we continue the tradition of delivering best-in-class experiences with the arrival of Silver Ray later this year."

Mr. Hernandez will soon help foster the future of the brand, as up-and-coming professionals will join the company's vessels in managerial positions beginning later this year as part of a recently announced education program ([see story](#)).

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