Joan Di Pietro

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Marketing, Strategy, Sales and Business Development Executive

Develops innovative marketing and sales strategies that enhance business, profits and customer satisfaction.

Performance-driven executive with multiple years of progressively responsible business leadership and decision-making experience in Fortune 500 companies. An exceptional strategic thinker and planner with proven track record of executing initiatives that generated revenue, profitability, market-share objectives and exemplary customer service. Skilled at managing multiple projects, simplifying complexities, and identifying opportunities for accelerated growth, and leading cross-functional activities required to meet and exceed organizational objectives. Recognized by upper management as a people-oriented, self-motivated, team player with strong interpersonal, and communication skills. Fluent in French, Italian and English with working knowledge of Spanish. Holds B. Mech. Eng. and M.B.A. from McGill University.

Core Competencies

Marketing / Brand Management / Advertising / Promotions / Strategic Planning / P & L
Sales / Business & Product Development / Project & Program Management / Innovation
Creative Problem Solving / Staff Training and Development / Relationship Management

SELECTED ACHIEVEMENTS

- **Spearheaded itinerary development and global fleet deployment strategy,** creating unique and innovative itineraries, which, together with Revenue Management, **increased profits by 6% since its inception in 1994 through 2003, then 3% per year**. (Carnival Cruise Lines)
- **Developed P & L Financial Model** to maximize revenue of new itineraries being considered that optimized financial performance, in concert with Operations and Revenue Management. **Achieved Deployment/Fuel Savings of $33.5 Million.** (Carnival Cruise Lines)
- **Directed Carnival Vacation Club Program offering 3-year membership cruise program, priced from $3995 to $9995.** With Strategic Partner, formulated marketing and operational plans. **Program sold over 19,000 memberships in 3 years, generating $41 Million.**
- **Managed growth of Carnival Cruise Lines' co-branded credit card program achieving an increase in onboard spending and a 200% growth in cards, with Strategic Partner.** Led analysis, negotiated and executed new 5-year credit card contract, **which increased profits by more than $5 Million per year.**

PROFESSIONAL EXPERIENCE

Consultant, *Royal Caribbean Cruise Limited,* Miami, FL. 2009 – 2010

Multi-billion Fortune 500 cruise line company in the travel, leisure and hospitality industry.

Member of team that developed strategic plans through 2013 to restructure resources, fleet deployment, international & domestic distribution strategies. Long-term projections indicated attainable goals with increase in Return on Invested Capital, leading to successful operating budgets and short-term plans.

VP Strategic Marketing, *Carnival Cruise Lines,* Miami, FL. 1994 – 2009

Multi-billion Fortune 500 cruise line company, leader in the travel, leisure and hospitality industry.

Directed product marketing, strategic planning, business development, and fleet deployment of ships. Created itineraries and business-building opportunities with B-to-B partners.

PROFESSIONAL EXPERIENCE

VP Strategic Marketing, *Carnival Cruise Lines, continued…*

- Spearheaded itinerary development and global fleet deployment strategy which, with Revenue Management, increased profits by 6% since inception in 1994 through 2003, then 3% per year.
- Identified trends and insights that led to creation of 4 & 5 day cruises, 8 day and other itinerary patterns, first *Smoke-Free* Ship, *Close-to-Home* departure strategy, and, with strategic partner, introduced Carnival Vacation Club, first timeshare-like program.
- Established Revenue Management Process in 1994 with weekly Revenue Management Meetings (Delphi Technique) with key stakeholders to review Revenue Management Reports and determine business-building promotions, which dramatically increased profits.
- Developed P & L Financial Model to maximize revenue of new itineraries being considered that optimized financial performance. Achieved Deployment/Fuel Savings of $33.5 Million with Team.
- Managed growth of Carnival Cruise Lines' co-branded credit card program achieving growth in onboard spend and a 200% growth in cards. Led analysis, negotiated and executed new 5-year credit card contract, which increased profits by more than $5 Million per year.
- Developed business-building opportunities with travel partners, improving profits.
- Created a plan to convert laundry facilities to staterooms, resulting in over $10 Million of Revenue.
- Represented Carnival Corporation as Marketing Expert at SEC Committee hearings against monopoly, which resulted in purchase of Princess Cruises.
- Directed Carnival Vacation Club Program offering a 3-year membership cruise. Formulated marketing plans to increase memberships generating $41 Million & 19,000 memberships in 3 years.

VP Marketing, *Norwegian Cruise Line,* Miami, FL. 1985 – 1994

Multi-billion cruise line company in the travel, leisure and hospitality industry

Directed brand marketing, strategy, revenue management, business development, fleet deployment of the ships, and business-building opportunities with business-to-business partners.

- Directed taskforce of Marketing, Sales and Corporate executives to identify revenue opportunities across cruise line divisions. Resulted in $20 Million of improvements in 1993.
- Created M.I.S. 5-year Strategic Plan which received Board-approval for $6 million investment.
- Created Revenue Management Process resulting in increased revenue through optimization of Net Per Diem, Load Factor and Business Mix – a first for the cruise industry. Reorganized Inventory Control under Marketing resulting in more than 5% improvement in revenue.
- Directed a multi-disciplinary taskforce responsible for specification of "new" reservations system. Resulted in decision to build in-house Reservations System.
- Developed strategic plan that was instrumental in acquiring a $300 million bond offering.

Early Career Positions:

Consultant, ***Booz, Allen & Hamilton,*** Cleveland, OH

Director, Strategic Marketing, ***Codex Corporation, part of Motorola,*** Mansfield, MA

Process Engineer, ***Monsanto Corporation,*** Montreal, Canada

EDUCATION

M.B.A. – Marketing, ***McGill University,*** Montreal, Canada

Bachelor of Mechanical Engineering, ***McGill University,*** Montreal, Canada

Certified Travel Counselor (C.T.C.)