



## REMARKABLE WOMEN ARE THE HEART OF REGENT



*Celebrate the incredible women around the world who work tirelessly to make the Regent Seven Seas cruise experience truly unrivaled—from the suite attendants to the chef instructors on board, to the itinerary planners and reservations team ashore. They are especially proud to be led by President Andrea DeMarco who has shattered many glass ceilings throughout her career. In this blog post, Andrea shares advice and insight for the next generation of women leaders.*

Meet the President of Regent Seven Seas Cruises®, Andrea DeMarco. Andrea has 20 years of diverse cruise industry experience across multiple areas of the business. She has served as Chief Sales and Marketing Officer for Regent Seven Seas Cruises since September 2021, during a pivotal time for the cruise line as it resumed operations post-pandemic.

Prior to this role, Andrea held various positions of increasing responsibility since joining Norwegian Cruise Line Holdings in 2012. She successfully represented the Company to Wall Street since its initial public offering and earned numerous accolades including recognition as the #1 Overall Best Investor Relations Officer in the Leisure sector in the prestigious Institutional Investor All-American Executive Team rankings.

### **What advice would you give your 25-year-old self?**

Follow your passion and do what you love. You have to get comfortable being uncomfortable and push yourself outside your comfort zone as this is when you grow the most.

Challenge yourself daily and go beyond your boundaries to learn new skillsets and different aspects of business. My career journey has been a culmination of diverse experiences across multiple areas of the

business including sales, marketing, revenue management, corporate finance, investor relations, corporate communications and ESG. This is in addition to my background and educational degrees in finance.

Each of those areas were new to me, and while I had to push myself through the times when I asked myself “can I really do this,” every single experience contributed to and led me to where I am today. Had I not taken those risks I may not be able to say that I am Regent’s first female President in its 30-year history – for which I am extremely thankful!

## **What are the benefits to having women in leadership?**

Having a diverse leadership team makes us stronger since it brings different perspectives to the table. Diversity comes in a number of fashions, whether that be gender, ethnicity, background or experience, and I believe it is hugely beneficial to have all kinds of diversity.

My leadership style is one of empowerment and inclusivity. I’m a people-centric leader as I believe that people bring our experience and vision to life. I lead with empathy and with the mission to help my team learn and grow to bring out their full potential.

I often hear from the many talented women across our organization, both shoreside and shipboard, how seeing women rise to leadership positions at our company and across the industry has inspired them. I want to continue to inspire them and the whole Regent team across the globe. I hope that one of the benefits of having women in leadership is that other women realize that they too can reach their full potential.

## **When you began your career many years ago, did you ever imagine that you would have a leadership role in the cruise industry?**

What inspired me to build a career in the cruise industry, was my very first cruise! I sailed to the Caribbean and I just couldn’t get over what an incredible vacation experience it was. I thought to myself, “everyone should know about and experience cruising.” You unpack once and travel to multiple countries all in one trip. Then there’s the service, the cuisine, the entertainment, and the destination experiences. By the end of that cruise, I knew I wanted to start my career journey in this industry.

I followed my passion and here I am today. While I have always been ambitious, I am absolutely honored and humbled to now be leading the world’s leading luxury ocean cruise line, Regent Seven Seas Cruises.

I feel this role is a special one within cruising, not just because we have The World’s Most Luxurious Fleet™, but because we have the most phenomenal team across the globe. From our incredibly talented and hard-working crew onboard our ships to our passionate team members in our shoreside offices around the world, I’m honored to work side by side with them every day. Then there’s our extremely loyal guests, and supportive Travel Partners. Together we make up the Regent Family, a family I’m so fortunate to be a part of.

## **What do you want to achieve next?**

I am so excited to deliver our next ship, *Seven Seas Grandeur*™ this coming November. She exemplifies our *Heritage of Perfection* with unrivaled space, unparalleled service, exceptional cuisine,

and transformative experiences. As we build up to her launch we will be making several exciting announcements so make sure to keep an eye out for those.

Beyond *Seven Seas Grandeur*, I look forward to building on the foundation of our 30-year history which has elevated ocean travel, making Regent the world's leading and most-inclusive luxury cruise line. I want to keep providing our guests with the unrivaled experiences for which Regent is known and take Regent to the next level.



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[info@dimensionsintravel.com](mailto:info@dimensionsintravel.com)  
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