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Frank Medina

Vice President & Managing Director, Latin America, Brazil and the Caribbean

Frank Medina who joined Norwegian Cruise Line Holdings Ltd. (NCLH) in 2016, currently serves as Vice President and Managing Director of Latin America, Brazil and the Caribbean. In this role, he is responsible for driving trade sales revenue growth strategies for the corporation's three brands, Norwegian Cruise Line, Regent Seven Seas Cruises and Oceania Cruises.

During his time at NCLH, he also served as the Vice President of Key Accounts for North America for Norwegian Cruise Line (NCL), where he worked with a portfolio of strategic travel partners with various business models to market NCL's products and generate vigorous consumer demand for each channel.

As a 25-year cruise industry veteran, Medina has held various leadership roles at major global cruise brands with responsibilities that included overseeing the strategic planning and tactical execution of integrated marketing initiatives; oversaw the growth and development of key international markets; strengthened the relationships of priority accounts such as American Express, Virtuoso, Ensemble Travel, TravelSavers and others; led the growth of corporate and charter business; and supported brand repositioning initiatives to elevate the perception of cruising to a global mainstream vacation option.

Medina has a passion for supporting causes that help adults with disabilities and has served as Board Member and Chairman of The WOW Center, a non-profit organization in South Florida devoted to improving the lives of these very special individuals.

Medina holds a BBA with a double major in Marketing and International Business from Florida International University.

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