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Jason Krimmel

Chief International Sales and Marketing Officer

Jason Krimmel was appointed Chief International Sales and Marketing Officer in March 2023. He assumes responsibility for the Cruise Line's business outside of North America, overseeing the company's 11 international offices in Asia-Pacific, Europe, Latin-America, and Brazil. With a special focus on expanding the Brand's international footprint by optimizing collaboration between regions, surfacing new sales opportunities, and driving impactful through-the-line campaigns.

Krimmel joined Norwegian Cruise Line (NCL) in 2003. During his 19-year tenure, he has held various Sales and Marketing roles, including Business Development Manager for North Texas and, subsequently, Director of Field Sales and Business Development spearheading NCL's U.S.-based Business Development Managers as well as Vice President of Trade Marketing and Engagement.

In one of his most recent roles prior to the current appointment, he served as Vice President of International Marketing and Global Creative Strategy, where he amongst others successfully led NCL's *Break Free* campaign – the Brand's most extensive international marketing campaign to date, with TV integrations worldwide.

<https://www.ncl.com/newsroom/en-us/jason-krimmel/>