



**Cruise
Knowledge
Club** | CRUISE PROFESSIONAL
DEVELOPMENT

DIGITAL PROFESSIONAL DEVELOPMENT COURSE

HOW TO BE AN EFFECTIVE CRUISE PORT EXECUTIVE

1st session: 29 June 2020 – 15.00 CET

SPEAKERS



VIRGINIA LÓPEZ VALIENTE **CEO Cruises News Media Group**

Virginia Lopez Valiente is the owner and CEO of Cruises News Media Group, a company dedicated to communication, marketing, training and promotion of the Cruise industry.

Cruises News Media Group is the organiser of the International Cruise Summit, the Cruise Excellence Awards and Cruise Forums.

Virginia has spent most of her two-decade career leading commercial, marketing and operations departments for international companies in a wide variety of sectors such as transport, logistics, hospitality and consultancy.

Before founding Cruises News Media Group, she held various managerial posts in companies including DHL, Panalpina Global Transport, Air Express International, Thomas International and IPS Consultants and was Director of Operations for Spain and Portugal at Hospitality Marketing Concepts, an American multinational which develops marketing and loyalty programs for luxury hotels and chains.

She has a degree in Business Administration, Tourism and has completed master courses in International Trade and Marketing and accomplished her executive program (PGD) in Marketing Management and Strategic Management at the British School of Management Sciences.

Virginia is also the publisher and Chief editor of the magazine Cruises News.



LUIS DE CARVALHO

CEO of Bermello Ajamil & Partners Europe (B&A Europe)

Luis de Carvalho is a port and destination planner and the CEO of Bermello Ajamil & Partners Europe (B&A Europe), the premier international port & destination development group servicing the cruise tourism & maritime sectors specialized in architecture, engineering, planning and destination development.

Luis started his career in 1986 with Premier Cruise Lines and RCCL in Miami. He then spent 12 years with Crystal Cruises, being their LA based Global Port Coordinator overseeing shore side operations globally while inspecting new ports and destinations.

From 2005 on he served as: National Director Cruise Operations in Ultramar Express / TUI Spain based in Barcelona, Director of Cruise Operations in Tumlare Corporation and Director of Cruise Operations in Kuoni Destination Management based in Copenhagen.

After gathering knowledge and experience from all angles of the industry he started his own consulting firm Consult DC in 2009 to serve and develop the global cruise community and in 2013 Consult DC merged with top US 200 architecture firm Bermello Ajamil & Partners Inc. to form B&A Europe.

Luis holds a Hotel Management Diploma from The Maritime Hotel Academy in Salzburg, Austria; a certificate in Public Health & Hygiene from the Royal Institute of Public Health and Hygiene, London, England; and a Public Relations & Communication Diploma from the IATA Technical Institute in Lisbon, Portugal.

He is also a regular speaker and moderator at international cruise tourism events with more than 60 deliveries in the last 12 years.

B&A Europe is currently involved on several projects in Northern Europe, Baltic Sea Region, Mediterranean, Middle East, South East Asia, Indian Ocean and Caribbean regions.



MICHAEL VANDERBEEK

Director of Ports & Maritime Bermello Ajamil & Partners

Michael Vanderbeek has over 15 years of experience in the ports and maritime industries and has served in a series of management positions at the Port of Long Beach, Port Everglades and the Massachusetts Port Authority with responsibilities in strategic planning, budgeting, operations, and business development. Since joining BA, Michael has worked with clients throughout North America and the Caribbean as well as Europe, Asia and the Middle East. Michael is an American Association of Port Authorities (AAPA) certified Professional Port Manager (PPM) and has also held professional affiliations with the American Planning Association (APA), the Cruise Canada New England (CCNE) Alliance and the Organisation for Economic Co-operation and Development (OECD).



THOMAS SPINA

President Busability

Mr. Spina joined the Busability team as President in March of 2020. He previously served as Senior Vice President of Bahamas Paradise Cruise Line overseeing Commercial Operations for the private cruise company. Oversight included Shipboard Human Resources, Marine/Technical, Onboard Revenue, Terminal Operations, Casino, and Entertainment. He also worked as Director of Business Development for the Global Ports and Destination Development Group for Carnival Corporation which included oversight as the Port Director for the Grand Turk Cruise Center which saw over 1 million passengers per year. Prior to his time at Carnival Corporation, Mr. Spina joined Norwegian Cruise Line and Norwegian Cruise Line Holdings first as Director of Port Finance and Analysis and then overseeing global port operations as Vice President, Port Operations for NCLH's three brands, Norwegian Cruise Line, Oceania Cruises, and Regent Seven Seas. Previously to joining NCLH in Miami, Mr. Spina worked for the New York City Economic Development Corporation (NYCEDC) as the Vice President of Cruise Ship Operations during Mayor Michael Bloomberg's Administration. During his time there, Spina oversaw a massive \$250 Million port renovation plan which spurred cruise ship growth in the harbor, expanded economic impact through brand diversity, and attracted year round cruising from New York City. Prior to his time at NYCEDC, he was with the State University of New York – Maritime College serving afloat as the Executive Officer of the Training Ship EMPIRE STATE and ashore as a senior level officer to the Commandant of Cadets.

During his nearly 30 – year career in the maritime industry, Mr. Spina served as an active duty U.S. Coast Guard Officer and a Senior Marine Surveyor for National Cargo Bureau, Inc. Mr. Spina provided insight and direction to some of the world's largest cargo and cruise vessels, including Hanjin, Mediterranean Shipping, and Norwegian Cruise Line. He additionally served afloat as a 3rd Mate during Hurricane Katrina relief efforts.

A frequent presenter at cruise industry events, Mr. Spina continues to be an active participant in industry affairs. He served as member of the AAPA Cruise Committee and was a Passenger Vessel Sub-Committee member in New York Harbor during his time at NYCEDC. He helped coordinate and administer many high profile events in New York Harbor including Cunard's "Three Queen's Royal Rendezvous", US Armed Forces Fleet Week, numerous cruise ship inaugurations, and the INTREPID Sea, Space and Air Museum's return to Pier 86.

Mr. Spina holds a Bachelor of Science degree in Business Administration in Marine Transportation from the State University of New York (SUNY) Maritime College and an unlimited tonnage 3rd Mates License to sail on any size vessel in the world. He is currently pursuing his Masters Degree in International Transportation Management at SUNY Maritime