



COSTA CRUISES STRENGTHENS ITS ORGANIZATIONAL STRUCTURE

October 17, 2023

The Italian company continues its path of growth and organizational evolution through a new structure to respond to the challenges and opportunities of the market with even greater effectiveness and timeliness.

Roberto Alberti is appointed Senior Vice President & Chief Corporate Officer.

Francesco Muglia expands his responsibilities by assuming the position of Senior Vice President Global Marketing and Sales.

Giovanna Loi enters in Costa Cruises with the new role of Vice President Marketing and Customer Experience Innovation.

Genoa, 17 October 2023 - **Costa Cruises** announces the evolution of its organizational structure through important changes that will be effective as of **1 November 2023**.

Roberto Alberti will take over the new role of **Senior Vice President and Chief Corporate Officer** reporting directly to Mario Zanetti, President Costa Cruises.

In this new role, Alberti will lead the functions of Finance, IT, Legal, Corporate Communication and Government Relations functions. His experience in the commercial area will help to strengthen contribution of these functions to demand generation and revenues impact. At Costa since more than 15 years, Alberti has held various positions of increasing responsibility in Italy and abroad, making a fundamental contribution to the definition of the sustainable development plan and the global market strategy. Since March 2021, when he was appointed Chief Commercial Officer, he gave a significant boost to sales & marketing activities in the different markets in which the company operates.

Francesco Muglia expands his current responsibilities and assumes the position of **Senior Vice President Global Marketing and Sales**, reporting directly to Mario Zanetti, President Costa Cruises.

In this new role, Muglia will have the objective of effectively integrating the areas of marketing and sales across all channels, including the Direct Sales department, and therefore also assumes responsibility of all the marketing and sales activities in the different business areas worldwide, which in this new structure will report directly to him. At Costa Cruises since 2016 Muglia has covered at first the position of Global Customer & Marketing Intelligence Director, to grow then into roles of wider and transversal responsibility, including General Manager Iberia Region (Spain and Portugal) until September 2023 when he was appointed Vice President Global Marketing and Source Markets. In addition to the above-mentioned areas, the function of Brand PR & Sustainability will also report to Francesco Muglia.

Giovanna Loi will take the role of **Vice President Marketing and Customer Experience Innovation**, joining Costa starting as of 6 November, reporting directly to Francesco Muglia.

To Loi will report the departments of Global Brand & Advertising, CRM & Loyalty, Customer Experience Innovation & On-Board Communication, Omnichannel Media, Marketing Intelligence and Marketing Planning, previously reporting to Muglia.

Loi is a highly accomplished professional with an extensive experience in the marketing and consulting landscape. Currently serving as the Chief Digital Officer at GroupM Italy, the world's leading media investment company, Giovanna has been responsible for developing and executing innovative marketing strategies that drive business growth, playing a pivotal role in pushing companies into new areas of automation, product innovation, advanced analytics, and digital business transformation, helping them to shape end-to-end capabilities and a tech&data-led culture. In addition to her professional accomplishments, Loi is known for her effective leadership skills and ability to build and motivate high-performing teams and execute change management programs.

*"Francesco and Roberto played a decisive role and significantly contributed to the recent repositioning of our brand. During their career at Costa, they have also gained a 360° experience giving strong impetus to our marketing programs and sales activities in all markets, thanks to innovative and very successful initiatives". – said **Mario Zanetti**, President Costa Cruises - "We face new commercial challenges always aiming at the full satisfaction of our guests, towards a continuous improvement. I am confident that this new organizational structure will enable us to achieve important new successes".*

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