



## Speaker CV



### **Carla Salvadó**

**Director of Cruise Marketing**

**Global Ports Holding**

Carla started her professional career in Port of Barcelona in 1992 and first involved in the cruise industry in 2003. She holds a bachelor's degree in Economics and Business Sciences from Pompeu Fabra University, Spain. She

successfully completed the Program for Management Development (PMD) at ESADE and attended Value Innovation Program at INSEAD, Paris.

She worked as Secretary General of MedCruise, the Association of the Mediterranean Cruise between 2003 and 2006. She joined Barcelona Port Authority in 2006 as Cruise Manager, where in 2010, she was appointed as Marketing and Cruise Director. She has taken roles in the Board of Directors of Creuers del Port de Barcelona, Cruceros Malaga, and MedCruise. In September 2014 she was named President of MedCruise Association. She was also member of the Passenger Committee Network of European Sea Ports Association (ESPO).

In February 2016, Carla joined Global Ports Holding as Director of Cruise Marketing where she is responsible for leading the marketing activities of GPH cruise ports while giving support to the expansion of the company.