



Speaker CV



Elena Vlad

**Director of Shorex Excursions, Product Development & Operations
Holland America Group**

Elena Vlad is the Director of Shorex Excursions, Product Development and Operations for Holland America Line, Princess Cruises and Seabourn, all of which are all part of Holland America Group.

Her responsibilities include management of over 8,000 unique shore excursions operated on over 40 cruise ships sailing across the globe.

This worldwide scope covers over 600 ports, over 135 countries and all seven continents. Elena leads the department's product development, operations, inventory and talent management team.

Elena began her professional career as a classically trained ballerina but soon discovered her language skills (fluent in English, French, Italian, German, Spanish and her native Romanian) were a perfect fit for the cruise industry and found herself working on board Festival Cruise Lines where shore excursions quickly became her home. She has worked in the cruise industry since 1999. During her career, she has held different positions, both onboard as a Shorex Manager and Corporate Shorex Manager Trainer and shore side as a Product Manager and Director of Administration and Talent Management.