



Holland America Line President Orlando Ashford Named to Black Enterprise Magazine's 2017 Most Powerful Executives in Corporate America List

November 28, 2017

Distinguished list shines a spotlight on African American business leaders

Seattle, Wash., Nov. 28, 2017 — Holland America Line President Orlando Ashford has been named to the prestigious list of executives on *Black Enterprise's* 2017 Most Powerful Executives in Corporate America. The listing is featured in the November/December issue of the publication.

Ashford joins an impressive collection of executives that includes Arnold Donald, CEO of Carnival Corporation, the world's largest cruise company and parent of Holland America Line, as well as Julia Brown, chief procurement officer for Carnival Corporation.

"The Black Enterprise Most Powerful Executives in Corporate America is a who's who of prominent African American leaders who are vital to the management of corporations with significant U.S. operations," said Earl G. Graves, Jr., president and CEO, Black Enterprise. "Orlando's leadership has initiated a successful and ongoing reinvigoration of the Holland America Line brand by redefining the onboard experience and embracing a responsibility to help shape the perspectives people gain from travel."

"I am humbled by the recognition given to me by Black Enterprise magazine, and it is a privilege to be honored among such a distinguished group of recipients," said Ashford. "I am a firm believer that travel opens minds, builds connections and inspires shared humanity between our guests, employees and the many cultures we explore around the world. This is our guiding principle and it is increasingly important for us all to foster a greater understanding of our differences and become ambassadors for each other."

Ashford holds additional notable honors, including *Savoy* magazine's list of Top 100 Most Influential Blacks in Corporate America; a Travvy Award for Most Innovative Executive, Mid-sized Cruises from travAlliancemedial; the 2016 Leadership Award from Bethune-Cookman University; and the 2017 StreetWise Champion by StreetWise Partners, the only stand-alone mentoring program in the country that focuses on workforce development.

Ashford is an accomplished author, and his book "Talentism" addresses the global disconnect between available jobs and the millions of eligible workers.

Ashford also is on the Board of Directors for ITT Corp., Chairman of the Board for the Executive Leadership Council, a founding board member of Positive Coaching Alliance's Seattle chapter and a Washington Roundtable member. He is a Purdue University School of Technology Distinguished Alumnus.

Ashford, an active cruise industry executive, recently delivered the keynote addresses at the Society of American Travel Writers convention in Portland, Oregon, and the Florida-Caribbean Cruise Association's conference in Mexico.

For more information, contact a travel professional, call 1-877-SAIL-HAL (1-877-724-5425) or visit hollandamerica.com.

Editor's note: Photo is available at <https://www.cruiseimagelibrary.com/c/s71pm42z>.

— # # # —

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctic explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *ms Koningsdam* in 2016 and has a second Pinnacle-class ship, *ms Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs who design dishes exclusively for our

guests.

CONTACT: Sally Andrews

PHONE: 800-637-5029

EMAIL: pr@hollandamerica.com