

Rick Sasso Bio

Rick Sasso, Chairman of MSC Cruises North America, has been a popular and well-respected figure in the cruise industry for 53 years.

In April 2004, Sasso was appointed President of MSC Cruises USA and was tasked with positioning MSC Cruises for growth in the North American market. In August 2016, Sasso assumed the role of Chairman of MSC Cruises North America, focused on preparing the market for the next stage of MSC Cruises' growth in the region.

In 1999, Sasso was named "Cruise Industry Executive of the Year" by a leading travel industry trade magazine. In 2011, he received the coveted "Hall of Fame" recognition from the Cruise Lines International Association (CLIA) for his many efforts and accomplishments that have led to significant contributions in the growth of cruise vacations. Over the years, he has also served as Chairman of both CLIA and the Florida-Caribbean Cruise Association (FCCA) as well as Chairman of CLIA's Marketing Committee.

After holding key positions at Costa Cruises and Chandris Cruises, Sasso joined the senior management team that launched Celebrity Cruises in 1990, and then served as CEO, playing an instrumental role in establishing it as a top premium cruise line.

In 2012, Sasso published *Unselfish World*, a book based on his philosophy of encouraging ourselves and others to be the most unselfish individuals we can be.

Sasso lives in Palm Beach, Florida, with his wife of five decades, Carmen. He has two grown children and four grandchildren.