

Cruise & Cruise Line

# NCL's John Chernesky Named SVP Of Sales For North America



Image: NCL Announces John Chernesky as SVP Role as Todd Hamilton Moves SVP New Ventures (NCL)



by **Marsha Mowers**

Last updated: 12:36 PM ET, Mon April 10, 2023

Norwegian Cruise Line has announced John Chernesky will succeed Todd Hamilton as the Brand's Senior Vice President of Sales for North America, as Hamilton steps into a new strategic role, Senior Vice President of New Ventures, at Norwegian Cruise Line Holdings Ltd.

Chernesky, who has a reputation of championing the role travel partners play in the success of the cruise industry, as well as the guest experience, will be responsible for the Brand's overall trade sales strategy across U.S. and Canada, under the leadership of newly appointed NCL President David Herrera.

"We are thrilled to welcome John to the NCL family and to infuse his dynamic energy into our business," said David Herrera, president of Norwegian Cruise Line. "His reputation of taking an innovative approach to fostering and strengthening relationships with travel partners equally aligns to our Partners First philosophy, and we look forward to him continuing our legacy of commitment to this community which is critical to our overall success."

As NCLH's newly appointed Senior Vice President of New Ventures, Todd Hamilton will be responsible for new strategic business developments and will work closely with the NCLH executive team to deliver on the Company's priorities.

## RELATED OFFERS

---



### Celebrity Cruises

Save Up to \$200 When You Book Two Consecutive Cruises with Celebrity Cruises

Herrera continued, "Todd was instrumental in leading the sales team and supporting the trade community during a critical point in our

history, our great cruise comeback. We are grateful for his efforts and congratulate him on his new role."

In his new role, Chernesky will reinforce NCL's legacy Partners First philosophy of investing in and supporting the travel partner community through educational tools, marketing support and access to programs and opportunities that empower travel advisors to maximize their earning potential.

Chernesky's 30-year career spans multiple disciplines and various leadership roles across the cruise industry from sales and trade marketing to hotel operations, onboard revenue, business development, newbuild design development and passenger programs, with a proven track record of implementing and executing solutions and programs that drive sales and raise guest satisfaction ratings.

"Norwegian Cruise Line has a history of delivering exceptional experiences and putting partners first," said John Chernesky, senior vice president of sales for North America of Norwegian Cruise Line. "I am a huge advocate for the trade community, who play such a critical role in the success of this industry that I love and am continuously inspired by the passion they bring to what they do. I am thrilled to be back in the game and to join the incredible and dedicated team at NCL."

### Topics From This Article to Explore

---

[Norwegian Cruise Line](#)

[Cruise](#)