



Carmine D'alise

Sr.Product Manager | Cruise & Hospitality Operations | Digital Transformation Leader |
Relocation Immediate .

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Profiles

[Portfolio](#)

[Git hub](#)

Summary

International Digital Strategy Leader with 20+ years' expertise delivering digital innovation, technical operations, and cross-department transformation in cruise, hospitality, and major event environments. Combines leadership, business vision, and technical excellence to create impactful digital solutions, enhance guest experience, and drive revenue growth.

Education

ITIS augusto righi
Elettronic e telecomunicazioni

Diploma • 80
italy • 1994-1999

Experience

Aroya Cruises Jeddah, Arabia Saudita KSA
Digital Experience Lead Officer 12/2024-12/2025

- **Departmental Management:** Directed the entire Digital Experience department, supervising a team of 20+ multinational staff.
- **Revenue & KPI Optimization:** Partnered with Marketing and Revenue Managers to identify sales gaps. Implemented proactive promotion strategies for on-board revenue centers, ensuring all financial targets and KPIs were achieved.
- **Start-up & Strategy:** Managed the end-to-end launch of digital platforms (Mobile App, Interactive TV, CMS), coordinating with shoreside management to align technical delivery with brand standards.
- **Crisis & Complaint Handling:** Resolved high-level technical and guest issues on the spot, maintaining seamless operations in a fast-paced start-up environment.**Leadership:** Directed a multinational technical team (15+ teams) in Jeddah, managing complex digital deployments and field operations
- **Strategic Integration:** Partnered with Corporate HQ and Marketing to deploy Sanity CMS and IPTV ecosystems, optimizing guest engagement and revenue.

C.NSat SRL (Ferretti/Azimut Group Projects) Italy /Ancona /Genoa
Site Manager & Technical Coordinator 05/2024

- **Field Commissioning:** Managed technical start-ups, commissioning, and on-site Gantt logistics for luxury superyacht AV/IT systems.
- **Crew Training:** Delivered hands-on technical training and SOPs for on-board and shore-side personnel.

Msc Cruises	Global Fleet
Technical & Digital Manager	12 Years Experience
<ul style="list-style-type: none"> • Large-Scale Event Management: Directed technical operations for massive international events, including the Formula 1 Abu Dhabi Grand Prix and high-profile global entertainment shows. • Innovation & Robotics: Led the implementation of cutting-edge guest technologies, including Robotic Bartenders, interactive digital tables, and 8K LED Wall ecosystems. • Entertainment Technical Lead: Managed all FOH audio, lighting, and automation for theaters, lounges, and soloists, ensuring a world-class entertainment product through rigorous SOPs and team training. 	
(Amoruso / A. Bassani / RCCL) Shipping agency	Italy /Fort Lauderdale
Corporate Contractor Maritime Logistics	10-2015/ 09-2016
<ul style="list-style-type: none"> • Key Reference: Recognized by the Port Terminal Manager as the primary point of reference for the Royal Caribbean Group (RCCL, Celebrity, Azamara) across Italian ports. • Operational Excellence: Proven ability to manage "unconventional" and high-pressure situations, delivering complex naval supplies with minimal notice. • Stakeholder Liaison: Trusted interface for Port Authorities and Terminal Managers, ensuring seamless logistics and technical compliance for world-class cruise brands 	
Freelancer	italy
Freelance Digital & Web creator	2015-2022
Digital Strategy & UAV Specialist	

Projects

<u>nexus-xpanel</u>	02/2026
Nexus-XPanel is a high-end, integrated dashboard for luxury yacht management, optimized for touch-screen displays such as Microsoft Surface, iPads, and industrial marine monitors.	
<u>Symphony Luxury Spa</u>	01/2026
Deeply rooted in actual cruise ship operations and guest engagement , this project delivers digital solutions designed by a hospitality manager for hospitality managers addressing the challenges and ambitions typical of luxury cruise environments.	

Skills

Digital & PMS Systems
Otatio, Fidelio, MXP, GetSlash e s Kiosk system
● ● ● ● ○
CMS & Strategy
Sanity CMS, Liferay, Enterprise CMS, Agile Development e SOP Technical Writing
● ● ● ● ○
IT Infrastructure
Cisco CCNA, Systems Integration, Networking Dante e Starlink/5G Operations
● ● ● ● ○
Design & Content
Figma, Adobe Premiere, After Effects, Photoshop ,Canva & SEO/SEM ,Clarity
● ● ● ○ ○

Certifications

Agile Development, Design Thinking and ChatGPT	10-2025
Alison	
https://alison.com/user/learner-verification/29270271/7539	

Web development associate degree	03-2024
Certified DigitalMedia 4K Engineer Crestron	08-2024
Dante Certification Level 2 Dante Audinate Audio over IP Networking	06-2023
Cisco CCNA Alison Cisco Networking Devices Part 2 (ICND2) v3 CCNA https://alison.com/certification/check/9459c939f3	08-2025
Design (CNS-D) Crestron Technical Institute	08-2024
UAV/Drone Operator - Credential ID: I.apra.009917	02-2019
Content Management Strategies Alison https://alison.com/user/learner-verification/29270271/3825	03-2023

Languages

italiano



English



Spanish

