



# 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  
Elettronica e telecomunicazioni

Diploma • 80  
italy • 1994-1999

## Experience

Aroya Cruises  
Digital Experience Lead Officer

Jeddah, Arabia Saudita KSA  
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)  
Site Manager & Technical Coordinator

Italy /Ancona /Genoa  
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

- **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 Louderdale

### Corporate Contractor | Maritime Logistics

10-2015/ 09-2016

- **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

### nexus-xpanel

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.

### Symphony Luxury Spa

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

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

## Languages

italiano



English



Spanish

