



RAM GLICK

Israel · (972)-52-7574836

ramglick@gmail.com · [My LinkedIn Profile](#) · www.ramglick.com

With over 25 years of extensive experience, as an owner, consultant, representative and adviser in the **Cruise, Luxury Goods, Jewelry and Fine Art industries**, I been an instrumental force in creating, building and maintaining various business models of programs and brings a wealth of information and operating experience for any venture. I am a result driven high performer, seeking the opportunity to lead and be a part of a dynamic team that shares my passion for excellence, business and diversity. I thrive in an organization in which I can utilize my experience and creativity to help raise it to the next level, through strong leadership and a proven track record.

Specialties: Speaker, Business Development, Content Writing, Branding Development, Coaching, Sales, Marketing, Promotion, Training and Social Media Campaigns

EXPERIENCE

VP MARKETING,

LUSIX DIAMONDS

Lusix grows superb quality lab grown diamonds, primarily for the gemstone market. We offer both white and pink diamonds, all certified by the International Gemological Institute (IGI). Lusix is part of the Landa Group, an Israel-based enterprise comprising some fifteen companies.

www.lusix.com

ON BOARD MANAGER,

Norwegian Cruise Line

Manage the Latitude (Loyalty) program, CruiseNext (Future Cruises) program, the NCL's private Credit Card program (joint venture with Bank of America) and support the on-board revenue department with cross promotions campaigns, brand training and more. Works closely with Shore X team and F & B team to accommodate VIP and Special Latitude guests. Host several important, crucial and hi-traffic events, presentations and parties, focusing on increasing brand loyalty, increasing future cruises revenues and marketing the brands plans, new-built ships and ports of calls, worldwide. Specialize in creating TV promotional videos and marketing collateral information to be distribute to all members. Reported directly to Hotel Director, Captain and Head Office.

PORT & SHOPPING,

ON BOARD MEDIA – ROYAL CARIBBEAN LINE, PRINCESS CRUISE LINE, CARNIVAL CRUISE LINE

Port & Shopping Consultants are responsible for the Direct marketing of 100+ retailers and 25+ nationally recognized brands to cruise ship guests by utilizing promotional events, seminars and host television shows to drive sales. The primary role is to generate program awareness, utilizing a consultative approach while competing fiercely with on board revenue centers. Working on board three major cruises lines, I promoted Caribbean, Bahamas and Alaskan retailers and was directly responsible for client sales more than \$1,000,000 per month. I scripted, directed, and hosted Live Shopping Shows viewed by more than 10,000 cruise guests

monthly, served as producer and host for my own 24-Hour Shopping Channel. Assigned to campaign and collateral design, marketing and business strategy for retail and international clients. As a Department Head, I managed all aspects of the Port Shopping Program, including an international supporting staff of ten. Served as sole liaison Onboard for cruise lines, Onboard Media, cruise line guests, retail clients, and US Customs

**MARKETING, WEBSITE & PRODUCT DEVELOPMENT PROJECT MANAGER,
ISRAEL MUSEUM PRODUCTS, A SUBSIDIARY OF THE ISRAEL MUSEUM**

A marketing, website & product development project manager for the Israel Museum Products. Israel Museum Products is a subsidiary of the Israel Museum, the largest cultural institution in Israel ranked among the leading Art and archeology museums in the world. The products are sold on-line, in 3 shops in the Museum, in venues around the globe and in over 60-70 museums around the world including the Metropolitan Museum of Art in New York, the Field Museum in Chicago and several major museums across Europe

ART DIRECTOR/AUCTIONEER AND CORP TRAINER,

FASI & PARKWEST GALLERY - ROYAL CARIBBEAN LINE, CARNIVAL CRUISE LINE, NORWEGIAN CRUISE LINE, REGENET SEVEN SEAS, HOLLAND AMERICA LINE.

One of the first professionals in the Cruise Ships Art Program. Built a professional and beneficial Art Programs and managed Art Auction revenue department on board mega-liner ships, creating very profitable marketing & sales campaigns on multiple cruise lines, including Carnival, Royal Caribbean (RCCL), Celebrity, Holland America, Norwegian (NCL), & Oceania. Awarded numerous monthly and yearly awards throughout the many years for marketing and guest experience.

<http://artauctionsabroad.com/>

SKILLS

- Public Speaking - Expert
- Leadership/Management - Expert
- Sales & Marketing - Expert
- Customer Relations - Expert
- Coaching and training - Expert
- Business development - Expert
- Marketing Strategy - Expert
- Branding on and off-line - Advanced
- Content Writing – Expert
- Administration - Advanced

LANGUAGES

- English – fluent reading and writing
- Hebrew - fluent