



Female Entrepreneur and Former Cruise Line Crew Member Launches New, Innovative Company Aimed at Bridging Gap Between Workforce Needs and Talented Former Shipboard Employees

Empowering Former Shipboard Employees with Professional Development and Virtual Employment Opportunities: Introducing Ship2Shore Employ

March 7, 2023: Miami, Florida: Ship2Shore Employ is a new, first-of-its-kind staffing and professional development company, that aims to to change lives and solve workforce shortages by connecting former cruise ship crew members with virtual employment opportunities in the cruise industry.

Founder Barbara Cobas, an award-winning entrepreneur with over 13 years of experience in the cruise industry – and former crew member herself – recognized an untapped opportunity to strengthen the cruise industry workforce by connecting companies to talented individuals seeking virtual global employment. With Ship2Shore Employ, cruise brands can now easily discover experienced shipboard talent for virtual roles, while former crew members can grow their careers beyond their time on board a ship.

Former crew members have a deep love for the cruise industry and a desire to return to it, but many are unable to do so, or wish to stay at home. Ship2Shore Employ offers a solution: talented individuals can work virtually from their home country while still contributing their deeply valuable skills and expertise to the industry they know and love. For cruise lines, this experienced workforce can provide immediate business impact, as former crew understand this niche industry better than anyone.

"Our unique virtual employment solution is aimed at bridging the gap between the industry's workforce needs and the exceptional talent of former crew members," said Barbara Cobas, founder of Ship2Shore Employ. "Cruise lines can tap into the extensive expertise of their former crew members, who they've invested in for years, while also providing these skilled professionals with the chance to continue their careers and stay close to their loved ones. By bringing this opportunity to shore, we're creating a win-win situation for both cruise lines and former crew members."

The Ship2Shore Employ team boasts over 80 years of combined experience in the cruise and staffing industry and excels at matching former crew members with the ideal cruise industry partner. The result is unparalleled career opportunities and success for both parties.



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"We're not just staffing – we're a professional development company that champions crew members wishing to successfully transition to land," added Cobas. "For us, the cruise industry is not just a job, it's a passion, and those working on ships are like family to us. We want to be the catalyst that propels their careers forward."

Former shipboard employees often face challenges when transitioning to a land-based career and translating their skills to potential employers. Ship2Shore Employ offers professional development services to help them navigate the transition and showcase their transferable skills. One such service is a free weekly webinar exclusively for crew, held every Wednesday at 9am EST, that covers a range of topics focused on personal and career growth. Topics will include LinkedIn usage, interview skills and career planning. By utilizing Ship2Shore Employ's free professional development services, former crew members can thrive beyond their time at sea.

From shore excursions and concierge, to project management contracts, former crew members can find consistent contracts that provide stability and joy at work.

By partnering with Ship2Shore Employ, cruise lines can benefit from the expertise and experience of former crew, while former crew benefit from continued employment opportunities in an industry they know and love – and they get to work from their home country.

For more information, visit www.ship2shoreemploy.com

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OUR MISSION

We connect cruise lines and former shipboard crew seeking virtual contract employment.

OUR PASSION

We know crew. We know ships. We know shoreside. We know remote employment. By combining these niche areas of business we are able to provide excellent service and high quality employees.

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