

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.

CONTACT US



BARBARA COBAS

Barbara Cobas is a highly successful investor, mentor, and award-winning entrepreneur with a proven track record of success as an executive in the cruise industry and as a serial entrepreneur.

Born to a flight attendant mother and travel agent father, the travel industry is literally in Barbara's DNA. Her career in the cruise industry began on the high seas with Royal Caribbean International, where she worked for 13 years after graduating from Calvin University with a degree in Spanish and Business.

During her time at sea, she worked as Cruise Staff and Assistant Cruise Director before being invited to join the company's Miami headquarters. From there, she went on to manage Cruise and Hotel Directors, as well as the Onboard Revenue teams, before becoming Director of Special Events, Trade Strategy, and Marketing. In this role she led global inaugural events for ships like Quantum, Anthem, Ovation, and Harmony of the Seas. With a multi-million budget, Barbara worked directly with the company's Chairman, Richard Fain, and CEO, Michael Bayley. In addition she was responsible for the sales strategy, social media and marketing to over 60,000 travel agents.

As her global travel intensified and her twins turned two years old, Barbara decided to focus on family and growing her husband's successful branding company full-time. In 2017, this led to the creation of Hola Ink, a print and branding agency exclusively for the cruise and hospitality industry.

Barbara has since founded over seven companies, driven to impact lives and motivate her team through authentic and passionate leadership. Obsessed with her clients and innovation, she stays ahead of the curve and inspires future entrepreneurs in her team.

In 2019, Barbara was named Enterprising Woman of the Year Champion.

Barbara founded the first-of-its-kind company, Ship2Shore Employ, in February 2023, offering former shipboard employees virtual employment opportunities in the cruise industry. With her vision and entrepreneurial spirit, she saw an untapped opportunity to benefit both the industry and talented individuals seeking employment. Her innovative company aims to bridge the gap between the industry's workforce needs and the pool of skilled former crew members. Through Ship2Shore Employ, Barbara is providing a pathway for these individuals to grow their careers beyond their time on board a ship.

In her spare time, she serves on the board of The Mom Economy and volunteers her time at Vous Church as a Women's Group Leader. She was a Board Member and Buddy pair for many years with Best Buddies South Florida and today she is an active sponsor and donor.

As an investor, mentor, and boss mom, Barbara is constantly seeking new ways to impact lives and serve her community, continuing to build on her mission to support women and create future entrepreneurs.