



Ship2Shore Employ Announces First Client - Starboard Cruise Services

*Leading the Way in Virtual and Shoreside Employment for
Former Cruise Ship Crew Members*

MIAMI, July 6, 2023 – Ship2Shore Employ, a new recruitment and development company dedicated to connecting former cruise ship crew members with virtual and shoreside employment opportunities in the cruise industry, is thrilled to announce its inaugural client – Starboard Cruise Services, an LVMH Moët Hennessy Louis Vuitton company and the world’s leading vacation retailer at sea. This collaboration represents a significant step forward for Ship2Shore Employ, who want to help change the lives of former crew.

The first role available with Starboard is a Traveling Visual Merchandiser. This position aims to maximize merchandise presentation in Starboard’s shops onboard cruise ships through elevated visual merchandising. Former crew members can apply their expertise and creativity to help deliver an exceptional shopping experience for cruise passengers.

Barbara Cobas, Founder and CEO of Ship2Shore Employ, said, “Starboard, our inaugural client, sets an inspiring example as a leading light in the industry, showcasing their progressive and compassionate approach to hiring new talent.” Barbara added, “Lisa Bauer and her team are paving the way for diverse and innovative hiring practices within our industry and highlight the invaluable experience and knowledge of former crew.”

Lisa Bauer, President and CEO of Starboard, said, “Our partnership with Ship2Shore Employ aligns perfectly with our purpose – to curate a vibrant world for guests, cruise line partners, brand collaborators and employees, and we are excited about the positive impact it will have on our company and industry.” Lisa added, “We believe in the immense talent that lies within former crew members and we can’t wait to welcome them to our global team.”

Through this new partnership, Starboard will have access to experienced and dedicated professionals who possess an unparalleled understanding of the cruise industry, allowing for immediate business impact and seamless integration into shoreside and virtual roles.



Ship2Shore Employ's innovative approach recognizes the importance of enabling former crew members to leverage their unique skills and expertise. By connecting these highly skilled individuals with cruise brands, Ship2Shore Employ enables them to continue making significant contributions to the industry they are passionate about, even from the comfort of their home countries.

Support for former crew members extends beyond recruitment, as Ship2Shore Employ offers professional development services, which assist individuals in their transition from shipboard to land-based careers. These services include free weekly webinars exclusively for crew, covering various topics focused on personal and career growth, such as LinkedIn usage, interview skills, and career planning. By utilizing Ship2Shore Employ's comprehensive support system, former crew members can thrive in their professional journeys beyond their time at sea.

With over 80 years of combined experience in the cruise and staffing industry, the Ship2Shore Employ team ensures exceptional matchmaking between former crew members and cruise industry partners.

For more information about Ship2Shore Employ, visit www.ship2shoreemploy.com

For more information about Starboard Cruise Services, visit <https://www.starboardcruise.com/>

About Ship2Shore Employ

Ship2Shore Employ is a new staffing and professional development company that aims to change lives and solve workforce shortages by connecting former cruise ship crew members with virtual and shoreside 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 global employment.

With Ship2Shore Employ, cruise brands can now easily discover experienced shipboard talent for virtual and shoreside roles, while former crew members can grow their careers beyond their time on board a ship.

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About Starboard

Charting a new course in the duty-free industry since 1958, Starboard has been the world's leading vacation retailer at sea with the purpose to curate a vibrant world for guests, cruise line partners, brand collaborators and employees. Starboard's transformative retail elevates the experience on more than 90 ships across 14 world-class cruise line partners: Azamara, Blue Dream Cruises, Carnival Cruise Line, Celebrity Cruises, Costa Cruises, Holland America, Norwegian Cruise Line, Resort World Cruises, Royal Caribbean International, Scenic Luxury Cruises & Tours and Emerald Cruises, Silversea, The Ritz-Carlton Yacht Collection and Virgin Voyages.

As part of LVMH Moët Hennessy Louis Vuitton, Starboard is known as the preferred partner for luxury retail at sea and is recognized as one of the 75 Maisons worldwide. Expanding Starboard's core expertise, the Luxury Division was launched in 2019 to be the center of excellence for upscale retail experiences and support ultra-luxury cruise line partners. Starboard is consistently recognized for quality and innovation by the travel industry, championing numerous awards, including DFNI-Frontier Americas Travel Retailer of the Year, Asia/Pacific Cruise Retailer of the Year, Global Cruise Retailer of the Year and Exceptional Achievement by a Cruise Retailer.

Going beyond sailing, Starboard's sister company, Onboard Media, creates multimedia products for top companies in the travel and hospitality industry, driving brand awareness to generate sales and grow revenue. Both businesses are headquartered in Miami with additional Starboard offices in Hong Kong, Shanghai and Genoa, Italy.

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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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