



Windstar Cruises Expands Commercial Team with Three New Hires to Support Growing Business

Victor Valencia joins as Vice President of Revenue along with Michelle Pharr and William Kammerman in sales

MIAMI, FL, March 4, 2025 – With a seventh and eighth small ship on their way, [Windstar Cruises](#) announces three new hires today as it expands its corporate team to support its growing business in the small ship cruise space.

Victor Valencia, Vice President of Revenue

Coming from leadership roles at Amazon, Victor Valencia joins Windstar as its new vice president of revenue management at a time of pivotal growth with two new ships joining the fleet. In this role, Mr. Valencia will drive strategic growth, oversee all revenue and pricing functions, and optimize profitable growth via the employment of data science and data analytics.

His most recent role was as head of finance at Amazon where he held roles in strategic planning, finance, revenue optimization, and capital investment. Victor has also held key roles in finance, revenue, strategy, risk management, and treasury at industry leading organizations such as DSV logistics, Royal Caribbean Cruise Lines, and American Express. He will be based at Windstar's global headquarters in Miami, FL.

"This is the perfect time for Victor to join Windstar Cruises as we expand our commercial business operations, globally. His impressive background in revenue optimization, finance, and data-driven strategy—shaped by leadership roles at innovative companies like Amazon, DSV Logistics, and Royal Caribbean Group—aligns perfectly with our vision for profitable growth," said Windstar's Chief Commercial Officer, Janet Bava. "Victor's expertise in leveraging technology, strategic pricing, and financial optimization will be instrumental in delivering long-term, sustainable growth for Windstar."

William (Kam) Kammerman, Strategic Business Development Manager of Host Agencies

To further support Windstar's travel trade business, William "Kam" Kammerman has joined the sales team to manage host agency relationships for the cruise line. Kammerman will expand and enhance relationships with host agencies and provide training to drive host agency sales growth.

Kammerman has plenty of experience managing relationships between travel advisors and cruise lines. He recently worked for MSC Cruises as a strategic account manager for host agencies. He's also worked for Norwegian Cruise Lines as a direct sales manager and began his career working in the hotel industry. He is based in St. Petersburg, FL.

Michelle Pharr, Regional Sales Manager, South Central Region

Pharr brings 14 years' experience in the travel industry to her new role as a regional sales manager for the south central region of the United States. Based in Texas, Pharr is responsible for managing travel advisor partnerships and providing training and support to help build business and increase sales. She covers Texas, Oklahoma, New Mexico, Colorado, Wisconsin, Minnesota, Missouri, Kansas and the Dakotas.

Pharr most recently worked for Royal Caribbean as a strategic account manager and before that at Palace Resorts in a business development role. Her start in the travel business followed her mother's path – as a travel advisor – and her specialty was destination weddings and honeymoons.

"Kam and Michelle both have outstanding skill sets in the travel trade sector, and with direct experience in the cruise industry, they are positioned to quickly make a positive impact on Windstar's support for the trade side of our business," said Joe Jiffo, Windstar's director of sales.

Windstar Cruises is celebrating 40 years of operating yacht style cruises. The company is poised for growth as Star Seeker, a 224-guest all-suite yacht, joins the fleet in December 2025, followed by sister ship Star Explorer in December 2026. The two vessels join the line's Star Class fleet of upscale yachts bringing the fleet to five Star Class plus three Wind Class sailing yachts, all carrying between 148 and 342 guests. Star Seeker will be christened in Miami on January 15, 2026.

To plan a small ship cruise with Windstar [book online here](#), contact a travel advisor, reach out to Windstar Cruises by phone at 866-258-7245, or [request a call](#) by a Windstar vacation planner. Find more information on [Windstar Cruises here](#).

For more information on Star Seeker's upcoming itineraries, visit [here](#).

###

Photos: Press [images here](#). Executive headshots [here](#).

Contacts:

Sarah Scoltock, Director of Public Relations, Windstar Cruises /

sarah.scoltock@windstarcruises.com

Claire Skinner, Vice President, LDPR, windstar@ldpr.com

About Windstar Cruises:

With a fleet of eight all-suite and sailing yachts, each serving up to 350 guests, Windstar Cruises offers an intimate experience like no other. Guests can explore enchanting destinations across Europe, the Caribbean, Costa Rica and the Panama Canal, Alaska, Canada and New England, Japan, Asia and the South Pacific. Plus, Windstar operates year-round in Europe and Tahiti. Windstar will introduce two new ships to its Star Class beginning with Star Seeker in December 2025 and followed by Star Explorer in December 2026. At Windstar Cruises, it's not just about travel – it's about creating experiences that resonate with the soul. With port-intensive itineraries, iconic destinations, exceptional service, and an innovative culinary program, every moment with Windstar is an opportunity for discovery and delight. Windstar Cruises is proud to be part of the Xanterra Travel Collection®, a distinguished group of global hospitality and travel

companies with a legacy that spans over a hundred years operating our country's iconic national parks, including Grand Canyon, Yellowstone, Glacier, Death Valley, and many others. Xanterra Travel Collection®, is owned by The Anschutz Corporation, the ultimate owner of the Broadmoor, Sea Island, and entertainment giant AEG, Anschutz Entertainment Group.