

executive bios



Alice Norsworthy

Executive Vice President and Chief Marketing Officer Universal Parks & Resorts

Alice Norsworthy is EVP, Chief Marketing Officer for Universal Parks & Resorts (UPR).

Norsworthy is responsible for the oversight of Universal Parks and Resorts Marketing and Sales division and reports to Tom Williams, Chairman and Chief Executive Officer for Universal Parks & Resorts. In that capacity, Norsworthy oversees the development of capabilities and consumer and trade programs that build brand equity and demand for UPR around the world.

Prior to her current role, Norsworthy was Chief Marketing officer for Universal Orlando Resort where she led numerous successful brand positioning and attraction launch campaigns including the Wizarding World of Harry Potter and Universal's Volcano Bay along with supporting significant hotel and dining expansions in Orlando.

Previously, Norsworthy served as Senior Vice President of Marketing for Royal Caribbean International. During her time there, Norsworthy led the development and implementation of marketing programs that grew the Royal Caribbean brand and launched the Freedom Class of cruise ships. She also held a variety of senior marketing and operation roles at Walt Disney World.

Norsworthy has been recognized by Advertising Age as one of America's Top 50 marketers, "who broke through the clutter and delivered real impact (and ROI) for their brands." She has also been named one of the 100 Most Powerful Women in Travel three times by Travel Agent Magazine. A graduate of the University of Florida in Gainesville, Norsworthy serves on the board of directors for the Universal Orlando Foundation as well as the National Board of Directors for Big Brothers Big Sisters, the Advisory Board for the Eric Friedheim Tourism Institute at the University of Florida and the Board of Directors for Brand USA.