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Certified Seafood Collaborative Welcomes Kacy Cole, CMO of Holland America Line, to the RFM Certification Board



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June 27, 2024, Juneau, AK – The Certified Seafood Collaborative (CSC) is pleased to announce Kacy Cole, Chief Marketing Officer of Holland America Line has joined the Responsible Fisheries Management (RFM) Board.

As the RFM Certification program continues to progress in the global sustainable seafood marketplace, board expansion provides the program with new expertise for future innovation and growth. RFM Board members are chosen to serve on the board based on several factors, including knowledge, expertise, and support for sustainable seafood. As the CSC strives to advance RFM Certification, it relies on experienced leaders with a wealth of skills from across the industry. Cole's strategic marketing insights and experience will certainly be an asset for RFM.

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Kacy Cole, CMO of Holland America Line visiting in Alaska

In 2022 Cole spearheaded efforts for Holland America to become the only cruise line to achieve RFM certification across its Alaska fleet. She has rich experience in bringing together strategic leadership with execution excellence to organizations including Tommy Bahama, Getty Images, T-Mobile and now Holland America. Cole was recently voted by her peers as an OnCon Icon Top 50 Marketer. She holds an MBA from Thunderbird (American Graduate School of International Management) and a BA from The American University of Paris. Cole loves the outdoors and is an avid fly fisherman.

CSC's RFM Board chairman Mark Fina said: "Bringing Kacy Cole on as a board member is an important move for the RFM program. She brings the marketing acumen our program needs and a strong commitment to offering the best in certified sustainable seafood. New board members bring new and diverse perspectives, and we look forward to working alongside her as we continue to

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“I’ve seen firsthand the rigor and credibility behind RFM’s program and how important it is for fishing families and for our guests who want to know they are being served fresh, sustainable seafood on board our ships,” said Cole. “I’m excited to join the board to help RFM further its mission for tracing responsible seafood sourcing practices.”

For a complete list of RFM Board members and to learn more about RFM’s governance, [click here](#).

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line has been exploring the world for 150 years with expertly crafted itineraries, extraordinary service and genuine connections to the destinations. Offering an ideal perfectly-sized ship experience, its fleet visits nearly 400 ports in 114 countries around the world and has shared the thrill of Alaska for more than 75 years – longer than any other cruise line. Holland America Line’s 11 vessels feature a diverse range of enriching activities and amenities focused on destination immersion and personalized travel. Guests enjoy the best entertainment at sea, and dining venues featuring exclusive dishes by world-famous chefs. A new global fresh fish program brings more than 80 types of fresh fish on board, sourced and served locally in regions around the world.

About RFM Certification Program

The Responsible Fisheries Management (RFM) Certification program is owned by the Certified Seafood Collaborative (CSC), a 501(c)(3) non-profit foundation made up of a diverse board of seafood and sustainability experts. The RFM Certification program is founded on the strongest and most widely acknowledged international standards and practices. It is the most credible sustainable seafood certification program that features origin on its logo and doesn’t charge logo licensing fees. RFM was the first sustainability eco-certification program to be benchmarked and recognized by the Global Sustainable Seafood Initiative (GSSI).

[RFMCERTIFICATION.ORG](https://rfmcertification.org)

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