

# Chief Executive

## Living At Sea: How Jessica Hoppe Is Reimagining Luxury Residential Yachting

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Courtesy of Jessica Hoppe

Under this CEO's leadership, The World offers something no other passenger ship can: a permanent home and community that circumnavigates the globe.

What is it like to oversee a community of high-net worth families living on the largest residential yacht on Earth?

Just ask Jessica Hoppe, president and CEO of The World, Residences at Sea. Under Hoppe's leadership, The World offers a different kind of living experience for its 165 luxury residents, who include adventurous families who live, work and explore the globe from their floating residences.

The World has been circumnavigating the globe since 2002, offering unique itineraries crafted by the residents themselves, and destinations range from Antarctica to Madagascar, South Africa and beyond.

In 2022, Hoppe joined The World as general counsel at its corporate headquarters in Fort Lauderdale, Florida and quickly rose to the CEO position by mid-2024. In her role, she oversees the strategic direction of the vessel, ensuring top-tier service and guest experience across all aspects, from operations and guest satisfaction to sales and marketing.

Her leadership has made an impact not just on the ship's operations but also on the entire industry. The World is pioneering the future of luxury residential yachting, offering amenities like six distinctive dining concepts, a wine collection with more than 1,100 selections, the only full-size tennis

court at sea, and a 7,000-sq-ft spa. Not to mention, the opportunity for enrichment, with exclusive performances and conversations with leading scientists. The World brings on local entertainment in select ports of call.

Prior to joining The World, Hoppe served as general counsel for Crystal Cruises in Miami. Earlier, she served as general counsel and governmental affairs lead at Genting Americas Inc. in New York City and Miami. She also held positions with several law firms in New York City, Gulfport, Mississippi and Birmingham, Alabama.

[Tell us what your duties entail as CEO of such a unique enterprise.](#)

As CEO of The World, I'm responsible for overseeing the strategic direction and day-to-day management of the largest privately owned residential yacht. My role involves ensuring that our luxury service, operational excellence and resident and guest satisfaction are at the forefront of everything we do. This includes overseeing operations, guest services, sales, marketing and training to ensure that we offer our residents the most extraordinary and seamless global living experience possible.

Although others have tried, The World remains unique and is in a class by itself. It's the only 100 percent residential mega yacht in operation today. A curated collective of discerning residents from 20 countries are united by shared passions and a spirit of exploration. Together, they journey around the world, immersing themselves in diverse cultures, forging deep connections and embracing a lifestyle defined by discovery, enrichment and belonging.

Ensuring that every detail of life aboard is thoughtfully curated and that our residents feel connected to the ship and each other is central to my role. We like to say that we're in competition with ourselves—continual improvement is one of our core values and we take that very seriously. Additionally, I manage the senior leadership team, oversee the annual

operating and capital budgets, and provide thought leadership on trends and challenges facing our industry.

Your leadership has made an impact on your entire your industry. What have been some of your more notable initiatives?

My first initiative as CEO was to reinforce the relationship between shoreside management in our corporate office and management and crew on the ship to foster a collaborative environment. The World is constantly traveling the globe and doesn't have a home port, so it's important to stay connected with the crew and forge those relationships.

It's also a priority to continually strengthen the relationships and communications with our residents. The World is their home, so it's important that we have a very direct connection with them to ensure that we're responding to their needs and offering them everything they could ever desire.

Another of my key initiatives has been strengthening the distinction that The World is not a cruise ship, but rather a community where residents live aboard, travelling the globe from the comfort of their own private, luxurious homes. We focus on offering an unparalleled lifestyle that combines luxury with the freedom to explore the world at your own pace, all within the comfort of their home.

The ease of travel that a home on The World affords is unparalleled. There's no packing and unpacking required as everything is already there. We frequently see residents returning to their home onboard with only a purse or a backpack. I've also worked to personalize the resident experience even further, ensuring that each individual feels truly at home while enjoying the adventure of global exploration.

Another key initiative has been enhancing operational efficiency with technology while maintaining the highest standards of service and

sustainability, ensuring we remain ahead of industry trends and continue to provide an exceptional living experience for our residents.

### What lessons have you learned along your career journey?

Reflecting on my career, it's clear that my journey has not been linear, and that has been one of the greatest lessons. Initially, I started my career as a lawyer, which gave me a unique window into the operational side of the business.

As I supported decision-making processes, I found myself increasingly drawn to the strategic and operational aspects, which ultimately led me to a position where I could directly shape the business. That shift—moving from being legal counsel to playing a role in shaping the company's strategy—was a key turning point in my career.

I've also learned that leadership isn't just about vision; it's about connecting with people and building trust. The most effective leaders, in my experience, are those who lead with empathy, who ensure that teams not only understand what needs to be done but also the why behind the decisions being made.