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## Fred. Olsen Cruise Lines confirms new leadership team appointment

Fred. Olsen Cruise Lines is pleased to confirm a further appointment in its new strengthened leadership team, with **Julian Brackenbury** being promoted to Hotel Operations Director, stepping up from his previous role as Deputy Hotel Operations Director, reporting into Mike Rodwell, Managing Director.

Julian Brackenbury's new role completes Fred. Olsen's recent reshuffle of its leadership team, with a round of new appointments to better reflect all aspects of the 'customer journey', from the start of the booking process through to the end of the cruise holiday. Clare Ward was appointed as Director of Product and Customer Services in November 2016, and Justin Stanton was recently promoted to Sales and Marketing Director.

Fred. Olsen's new leadership team now comprises:

Mike Rodwell – Managing Director

Peter Deer – Commercial Director

Clare Ward – Director of Product and Customer Services

Justin Stanton – Sales and Marketing Director

Julian Brackenbury – Hotel Operations Director

Julian Brackenbury has been Deputy Hotel Operations Director for Fred. Olsen Cruise Lines, based at its Head Office in Ipswich, Suffolk since April 2016. In his new role, Julian will continue to take responsibility for the day-to-day running of the Hotel Operations Departments, both in Ipswich and across the Fred. Olsen fleet of four cruise ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch*.

Mike Rodwell, Managing Director for Fred. Olsen Cruise Lines, said:

“Julian has an excellent knowledge and understanding of the requirements, standards and day-to-day activities involved in running a cruise ship and hotel operation. Julian's enthusiasm, knowledge and expertise will continue to be of great benefit to Fred. Olsen, and we know that he will relish the challenges of his wider remit. We wish him well in his new role.”

Julian Brackenbury replaces Susana Entrena, who takes on a newly-created role of Hotel Project Manager, planning, overseeing and managing the implementation of maintenance and refurbishment projects across Fred. Olsen's fleet, both during dry docks and / or whilst the ships are in service.

**Photo caption: Fred. Olsen Cruise Lines' new leadership team:** Fred. Olsen Cruise Lines has restructured its leadership team, which now comprises, left to right: Mike Rodwell – Managing Director, Justin Stanton – Sales and Marketing Director, Clare Ward – Director of Product and Customer Services, Julian Brackenbury – Hotel Operations Director, and Peter Deer – Commercial Director.

For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com)

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Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



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