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Fred. Olsen Cruise Lines' Kirsty Reid appointed as new Account Manager in Field Sales team

Fred. Olsen Cruise Lines is pleased to announce the appointment of **Kirsty Reid** as its new Account Manager, with effect from 19th November 2018. Kirsty will report directly into Mathew Foxcroft, Fred. Olsen's Field Sales Manager.

Kirsty has been promoted from her previous role as Trade Support Executive within the Sales team – providing sales support to Fred. Olsen's important travel trade partners. She will now be part of the Field Sales team, alongside existing Account Managers Allison Graham, Julia Thornhill and Marietta

Maidman, and will be responsible for managing key accounts including in retail, online and call centre agencies.

Kirsty will bring a wealth of experience to the team, having previously worked in a number of sales and business development roles, including as a regional and area manager, and is used to being out in the field.

Kirsty said:

“I am delighted to be joining the Field Sales Team and can’t wait to take the next step in my career here at Fred. Olsen Cruise Lines. I have loved every minute of my role working with our valued trade partners, so having the opportunity to be field based and working with them full time is a dream come true.

“I love cruising and the industry as a whole and I’m looking forward to working with the trade more closely to show where Fred. Olsen fits into the market and how to use this in developing their cruise sales within their agencies.”

Mathew Foxcroft, Field Sales Manager for Fred. Olsen Cruise Lines, said:

“I would like to congratulate Kirsty on her well-deserved promotion and I wish her every success in her new role. She is a highly-motivated and talented member of the Sales team, and her appointment comes at an exciting time for the company, when we are growing our commitment to the travel trade and investing in even more innovative itineraries and immersive experiences around the world.

“Kirsty will boost the number of Account Managers at Fred. Olsen to four, meaning that we can provide even more support to our valued travel trade partners and help them to bring significant benefits to their business by increasing their sales of Fred. Olsen cruises.”

Kirsty's replacement within Fred. Olsen's Trade Support team is currently being sought.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com

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

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