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Fred. Olsen Cruise Lines' Mike Evans assumes new Head of Sales role

Fred. Olsen Cruise Lines is pleased to announce the appointment of **Mike Evans** as its new Head of Sales. Mike has been promoted from his previous role as Sales Manager – Independent Retail, and will be responsible for managing Fred. Olsen's UK Sales teams, as well as further developing relations with the travel trade.

Mike has worked for Fred. Olsen since 1992, and has fulfilled a number of roles within the Sales Department of the cruise line during that time, including Regional Sales Manager for the North of England, Scotland & Northern Ireland.

Mike is well-known within the travel industry, having worked in many areas of the travel trade, including retail, tour operating, tourist boards and airline sales, across a 40-year career.

Speaking of his new appointment, Mike Evans said:

“I am delighted to have the opportunity to take on this role at a time when we, as a business, are looking to engage with the travel trade even more than we have done in the past few years.

“With an increased number of new and innovative itineraries, including an extensive fly-cruise programme, I really look forward to leading our team to increase our involvement and commitment to the retail travel trade.”

Justin Stanton, Sales and Marketing Director for Fred. Olsen Cruise Lines, said:

“With his broad industry experience, extensive knowledge of Fred. Olsen’s unique style of cruising, and excellent reputation with our travel industry partners, Mike was the obvious choice for this key position.

“We’re delighted that Mike has agreed to take on this exciting role, which will further cement our strong relationships with the travel trade.”

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

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

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