



Managing Director Mike Rodwell (l) congratulating new Sales and Marketing Director Justin Stanton (r)

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## Fred. Olsen Cruise Lines names Justin Stanton as new Sales and Marketing Director

Fred. Olsen Cruise Lines is pleased to announce the appointment of **Justin Stanton** as its new Sales and Marketing Director, reporting into Mike Rodwell, Managing Director.

Based at its Head Office in Ipswich, Suffolk, Justin Stanton has been Head of Marketing for Fred. Olsen Cruise Lines since 2012. In his new role, Justin will take responsibility for the Sales Department, managed by Neil Herbert – Head of Sales, and Public Relations, managed by Rachael Jackson – Public

Relations Manager, alongside the Marketing Department. The role will concentrate on enhancing and further developing Fred. Olsen's relationships with trade partners, whilst ensuring that marketing and PR activity continues to drive sales to travel agents, who deliver the majority of bookings.

Justin joined Fred. Olsen in 2006 as Marketing Services Manager, primarily responsible for production of brochures and brand advertising. Previously, he worked for eight years at the award-winning specialist Tapestry Holidays in the Sales & Marketing team, latterly as Head of Marketing. With more than 20 years' experience in the travel industry, Justin started his career as a graduate trainee at Harrods.

Speaking about his new appointment, Justin Stanton said:

"I am very pleased to have the opportunity to further develop Fred. Olsen's position as a leader in smaller-ship cruising. We have excellent brand awareness, a superb product – which our guests love – and fantastic support from our trade partners, who are vital to our business.

"Having worked at Fred. Olsen for ten years, I look forward to supporting the team in the future development of the company."

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

"This appointment will further strengthen our management team, and is part of the important restructuring that has been taking place over the last few months. Justin's main objectives will be to continue to refine our marketing output, and to build on the strong relationships that we have with our travel trade partners, who produce the bulk of our bookings.

"We have a strong and dynamic senior team in place, who are committed to ensuring that our cruises engage and delight our guests for many years to come. We wish Justin the very best in his new role."

**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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