



Fred. Olsen Cruise Lines' new 'Trade Support' team are pictured at the company's Head Office in Ipswich, Suffolk. Left to right: Becky Smith, Clair Farthing, Sophie Barrett, Emma Scrivener and Salume Van Tankeren.

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## Fred. Olsen Cruise Lines announces further new Sales team appointments

Following a restructure of its major Account Management team at the end of 2015, Fred. Olsen Cruise Lines has now expanded its internal support team, to enable it to deliver more comprehensive and focussed support to its travel trade partners.

**Becky Smith** is promoted to the role of 'Trade Support Manager', responsible for the day-to-day delivery of Trade and Account Management support. She will be managing the newly-renamed 'Trade Support' team (previously 'Agency Sales'), with an expanded team of four support staff– **Clair Farthing**, **Sophie Barrett** and **Emma Scrivener**, who all become 'Trade Support

Executives’, supporting the wider Account Management team, with continued assistance from Trade Support Assistant, **Salume Van Tankeren**.

Fred. Olsen has also grown its Onboard Sales team, with a focus on driving more sales through the travel trade – Fred. Olsen automatically returns any booking made on board its ships to the nominated agent, with full commission.

Neil Herbert, Head of Sales for Fred. Olsen Cruise Lines, said:

“Having joined the company in January of this year, soon after the changes to the external Account Management team, it became apparent that we needed to underpin this new structure with an internal rethink of how we support that team and the wider trade audience. With that in mind, we have created an expanded ‘Trade Support’ team, to concentrate our efforts on supporting our high street, online, tour operator and international partners.

“We have also committed to offering greater support to our key trade partners by delivering future cruise sales from guests already on board, by encouraging them to book future cruises with their chosen travel agent.

“We now have a structure in place to take the business forward, and my plan to offer a higher level of support to our trade partners now has its firm foundations. Should the record-breaking start to 2016 continue, there may be additional new appointments, to ensure that we continue to offer greater support to the travel trade.”

These changes and promotions follow the recent appointments of **Julia Thornhill** and **Marietta Maidman** as new Account Managers, strengthening the UK Account Management team.

**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.

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