

2018/19



Ben Williams appointed new Head of Marketing for Fred. Olsen Cruise Lines

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Fred. Olsen Cruise Lines' Ben Williams appointed as new Head of Marketing

Fred. Olsen Cruise Lines is pleased to announce the appointment of **Ben Williams** as its new Head of Marketing, with effect from 1st March 2018.

Ben has been promoted from his previous role as Fred. Olsen's eBusiness Manager – in charge of the company's website and social media communications – and will take responsibility for developing the brand and marketing strategy.

Having joined Fred. Olsen in 2012 as an eBusiness Executive, Ben quickly

progressed into a supervisory and then management role. He previously spent six years working as a Marketing Executive in the Business Travel sector for the Gray Dawes Group.

Ben graduated from the University of Hertfordshire in 2003 with a BA Honours degree in Business Studies with Marketing, and more recently was sponsored by Fred. Olsen to study for a Post Graduate Diploma in Digital Marketing, and the ILM Level 5 Certificate of Leadership and Management.

He said: “I am very excited by this new challenge and relish the opportunity to further develop our position as a market leader in smaller ship cruising. We have a great product which our guests love, strong brand awareness and an excellent team around me – all of which are vital in driving Fred. Olsen forward.

Justin Stanton, Sales and Marketing Director for Fred. Olsen Cruise Lines, said: “I would like to congratulate Ben on his promotion, which is well deserved. He is an extremely motivated and highly capable individual, and his appointment comes at an exciting time for the company, with the launch of our innovative fly-cruise programme, together with our new European river cruise programme, which has captured the imagination of our guests.

“Ensuring we keep the benefits of cruising with Fred. Olsen in customers’ minds is key to the success of our business, not only for our own promotional activity but also to support our travel agent partners who sell the majority of our cruises. I have no doubt Ben’s drive and talent will help the business’ future development.”

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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