



Sep 05, 2024 16:40 BST

## **Fred. Olsen Cruise Lines welcomes Doug Glenwright to newly created Guest Experience Director role**

**Putting the guest at the front and centre of absolutely everything; that's the goal of Fred. Olsen Cruise Lines' new Guest Experience Director.**

Doug Glenwright, who brings 20 years of travel experience, has joined Fred. Olsen Cruise Lines in this brand-new role, to lead in improving guest experience across all elements of the business.

**Doug said:**

“I am incredibly excited to join the fantastic team at Fred. Olsen Cruise Lines

as we work to further enhance our product and guest service.

“My role will give guests a voice in the boardroom, to make sure that we are delivering products and services that are right for them, based on guest data and insight.

“That’s what I get a sense of achievement from; delivering things that are right for guests. We have to make sure we are putting the guest at the front and centre of everything. If we get that right, the commercials will follow.”

Fred. Olsen Cruise Lines has also welcomed Sonia Holman as E-Commerce and Marketing Director.

Alongside the new appointments, a raft of senior promotions have been made: Clare Ward has become Commercial and Product Director, Susana Entrena is now Hotel Operations Director and Martin Lister has become Head of Product Innovation.

**Samantha Stimpson, CEO of Fred. Olsen Cruise Lines, said:**

“These new appointments and promotions reflect our commitment to evolving and adapting to meet the challenges and opportunities of the cruise industry.

“We believe these changes will continue to drive Fred. Olsen Cruise Lines’ ongoing success and ensure our guests have the best possible experience aboard our fleet of smaller ships as they travel the world with us.”

**For further information on Fred. Olsen Cruise Lines, visit the website at**

[www.fredolsencruises.com](http://www.fredolsencruises.com)

**Book online, call Reservations on 0800 0355 215 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent.**

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