



Fred. Olsen Cruise Lines' new Head of Procurement, Jenna Wallis

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Fred. Olsen Cruise Lines welcomes Jenna Wallis to newly created Head of Procurement role

Driving efficiency and accessing innovation; that's the aim of Fred. Olsen Cruise Lines' new Head of Procurement.

Jenna Wallis, who brings 15 years of procurement experience, has joined Fred. Olsen Cruise Lines in this brand-new role, to lead in driving sustainable growth through strategic procurement.

Jenna, who joined in September, said:

“I am so excited to have joined the Fred. Olsen Cruise Lines family. This really was my dream role, given the company itself and its well-known brand, coupled with the chance to take on this newly created role and lead the transformation of the Purchasing Team to a strategic procurement partner.

“My vision is to have a world-class procurement team, strategically aligned to the business’ goals, enabling revenue growth, improving gross margin and cashflow, all while providing an enhanced guest experience.

“Currently, the remit of my team is our fleet of ships – the core of our business, but I’ll be growing our scope to include indirect spend too, for example marketing and technology systems at our Ipswich head office.

“We have opportunity to drive sustainable growth through strategic procurement and I am so proud to be leading this initiative.

“We deliver experiences that our guests will always remember, and this is everything to me.”

The appointment comes after Fred. Olsen Cruise Lines recently welcomed Doug Glenwright as Guest Experience Director and Sonia Holman as E-Commerce and Marketing Director.

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

“These new appointments further strengthen my team and reflect our commitment to continually evolving to meet the challenges and opportunities of the cruise industry.

“We look forward to driving Fred. Olsen Cruise Lines forward, while ensuring our guests enjoy the best possible experience on board our ships and create unforgettable memories.”

For further information on Fred. Olsen Cruise Lines, visit

www.fredolsencruises.com

Book online, call Reservations on 0800 0355 215 (Monday to Friday 8.30am

to 6pm, Saturday 9am to 5pm), or contact your ABTA travel agent.

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