



Nov 10, 2025 15:22 GMT

Fred. Olsen Cruise Lines Welcomes Mark Vile as New Chief Marketing Officer

Bringing extensive brand and marketing expertise, Mark Vile joins the Senior Leadership Team on 24th November.

Mark is widely recognised as one of the UK's leading marketing executives, best known for helping transform comparethemarket.com from a start-up into one of the country's most valuable and culturally iconic consumer brands.

With more than two decades of experience building and leading high-performing marketing organisations, he has consistently demonstrated how creativity, data and customer insight can come together to drive meaningful

business growth. At comparethemarket.com, Mark and his team created the much-loved Meerkat brand platform and launched major loyalty and digital initiatives including Meerkat Movies, Meerkat Meals and AutoSergei.

Prior to this, Mark held senior marketing roles at BGL Group, Thomas Cook and the Post Office, building a strong track record in brand development, performance marketing and scaling businesses across new platforms and markets.

In his new role, Mark will report directly to Samantha Stimpson, Chief Executive Officer of Fred. Olsen Cruise Lines.

Samantha Stimpson, Chief Executive Officer of Fred. Olsen Cruise Lines, said:

“We are excited to welcome Mark to the team. His proven ability to build powerful, emotionally resonant brands and deliver data-driven growth will be invaluable as we continue to strengthen Fred. Olsen’s connection with our guests and expand our reach. Mark’s creativity, leadership and track record of innovation make him a fantastic addition to our executive team.”

Mark Vile added:

“I’m delighted to be joining Fred. Olsen Cruise Lines, a brand with such rich heritage and loyal guests. I look forward to working with the team to build on that strong foundation and bring new energy, creativity and innovation to our marketing, helping to attract new guests while deepening the connection with those who already love the brand.”

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, Sunday 10am to 4pm), or contact your ABTA travel agent.**

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