



Mike Rodwell, Managing Director, welcomes Jackie Martin to Fred. Olsen Cruise Lines, as new Sales and Marketing Director

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Jackie Martin appointed Fred. Olsen Cruise Lines' new Sales and Marketing Director

Fred. Olsen Cruise Lines has appointed **Jackie Martin** as its new Sales and Marketing Director, with effect from 24th April 2019, reporting into Mike Rodwell, Managing Director.

Based at its Head Office in Ipswich, Suffolk, Jackie will take overall responsibility for Fred. Olsen's UK Sales, Marketing and Public Relations teams. Reporting into her will be: Geoff Ridgeon, Fred. Olsen's new Head of Sales, who commences employment with Fred. Olsen Cruise Lines on 7th May

2019; Ben Williams – Head of Marketing; and Rachael Jackson – Public Relations Manager. The role will concentrate on enhancing and further developing the Fred. Olsen brand and its relationships with trade partners, ensuring that marketing and PR activity continues to drive sales to travel agents and directly through Fred. Olsen’s own channels.

Jackie’s most recent role has been with Bourne Leisure, where she was the Sales & Marketing Director at Butlin’s, a role that required both sales-driving and developing business and brand strategy. Jackie previously held senior positions at NTL (Virgin Media), and CNN (part of Turner Broadcasting).

Speaking of her new role, Jackie Martin said:

“I’m very excited to have the opportunity to work with the wonderful Fred. Olsen team and it will be a real privilege to help caretake such a fabulous brand, with a rich heritage and loyal following.

“I’m also looking forward to working with Geoff and our trade partners to help develop even more compelling reasons to choose Fred. Olsen in the future.”

Mike Rodwell, Managing Director of Fred. Olsen Cruise Lines, said:

“We are delighted to have found such a fitting and dynamic candidate to fill this pivotal role within our senior management team. Jackie’s extensive sales and marketing expertise – most recently with a well-known travel brand – will be sure to stand her in good stead in this key position.

“This is an exciting time of growth, but also of great challenges, in the cruise industry. I am confident that Jackie will embrace the opportunities available to us and will play an important part in helping to develop and shape the direction of Fred. Olsen Cruise Lines well into the future.”

Jackie currently lives in Bedfordshire with her husband and has two children at university.

Jackie replaces Justin Stanton, who will be leaving Fred. Olsen on 30th April 2019 after a 13-year career with the cruise line, to pursue a new opportunity within the travel industry.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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