



SWAN HELLENIC: PRESS RELEASE 26th August 2021

Swan Hellenic welcomes top travel industry professional Lori Sheller as Vice President of Sales & Marketing, North America

Fort Lauderdale, Florida, USA. Thursday the 26th of August 2021: Swan Hellenic announced today that Lori Sheller has been appointed Vice President of Sales & Marketing, North America. Lori will be joining the company with immediate effect, reporting directly to Alfredo Spadon, Swan Hellenic's Senior Vice President of Global Sales and Marketing.

Sheller joins Swan Hellenic with 20+ years of experience in the cruise and travel industry, serving most recently as Senior Vice President of Strategic Sales at MSC Cruises USA. Prior to MSC Cruises, Sheller spent 18 years in the trade, as Vice President of Global Cruise Development for Tourico Holidays (Hotelbeds Group) and Online Vacation Center, holding several leadership roles across the marketing, sales, group and product development departments. Lori has a track record of impressive sales and marketing achievements built on highly successful service development initiatives, strong strategic partnerships, and the leveraging of innovative technologies.

Alfredo Spadon

Swan Hellenic's Senior Vice President of Global Sales and Marketing commented

"We're delighted to welcome Lori Sheller to our North America Team. Lori is a dynamic professional who's proven exceptionally gifted at anticipating market trends and developing services that attract and inspire sophisticated modern cruise-goers.

At the heart of this, most importantly, is a truly caring trade and customer focus that makes her a perfect fit for the pioneering spirit and high service standards that have always distinguished Swan Hellenic.

Lori is taking over from Mitchell Schlesinger, who I'd like to take this opportunity to thank for his valued work during the initial phase of the Swan Hellenic start-up."

Lori Sheller

"I'm truly excited to join such an iconic high-end specialist, focused on the uniquely enriching experience of cultural expedition cruises to the most inspiring locations aboard its boutique ice-class ships. I look forward to bringing the company to the height of its potential working alongside some of the most innovative and passionate individuals in the industry."





SEE WHAT OTHERS DON'T

About Swan Hellenic

Swan Hellenic was relaunched in July 2020 to proudly continue the spirit of cultural expedition cruising the company pioneered in the 1950s. Building on its British roots, the new company has a global cultural cruising outlook dedicated to providing guests with the opportunity to 'see what others don't'.

Two new 5-star polar PC 5 ice-class expedition cruise ships arriving in November 2021 and April 2022 will each accommodate 152 guests in 76 spacious staterooms and suites, the majority with large balconies. A larger PC 6 ice-class vessel accommodating 192 guests in 96 staterooms and suites in the same distinctive comfort and style as its sister ships will be arriving year-end 2022. All three new ships are being built in full compliance with SOLAS Safe Return to Port requirements. Dedicated to guests with a passion for adventure and cultural exploration, the company's meticulously planned itineraries explore the wild landscapes, wildlife, peoples and unique cultures of the world's less travelled regions.

Its ships feature elegant Scandi-design interiors, extensive outdoor spaces and dedicated expedition facilities. The crew includes an expedition team comprising expert guides, speakers and lecturers, and numbering 120 and 140 respectively almost equals the number of guests, reflecting the high levels of attentive personal service provided.

Headquartered in Cyprus with offices in London, Dusseldorf and Monaco, together with a branch office in Fort Lauderdale serving the North America market, Kong (serving mainland China, Taiwan and South-East Asia), as well as partnerships serving India, Japan and Australia-New Zealand, Scandinavia and Iceland, Swan Hellenic supports the travel trade with specialist local partners to provide customers with expert personal service worldwide.



For more information about Swan Hellenic,
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