



## PRESS RELEASE



# ULTRA-LUXURY CRUISE LINE SILVERSEA APPOINTS LISA MCAULEY AS FIRST UK COMMERCIAL DIRECTOR

Other major sales team  
promotions reinforce UK &  
Ireland trade focus



Silversea, the award-winning ultra-luxury cruise operator, has appointed Lisa McAuley to the new role of UK Commercial Director.

Lisa joins Silversea from car rental company Avis where she pursued a distinguished 15-year career, holding several senior commercial roles within the business.

Lisa has a highly successful background in sales and in strategic directorship, and in managing and motivating commercial teams.

Prior to joining Avis, Lisa held a number of sales roles in the travel industry, including at Travelpack, STS Shearings Holidays, Swallow Hotels (Marriott) and Lunn Poly / TUI Travel.

Lisa is expected to take up the role of Silversea UK Commercial Director in June and will report to Steve Odell, President Europe, Middle East, Africa and Asia Pacific for Silversea.

The new appointment follows other important changes within the sales team at Silversea, with Natasha Donovan appointed Acting Head of Field Sales & National Accounts. Natasha joined Silversea in 2011 with responsibility for the London and South East region, and most recently was appointed Manager National Accounts.

Mafalda Barreto, most recently Head of Corporate Partnerships, has moved to the newly created position of Head of Expedition Sales. Mafalda will be totally focused on driving Silversea's UK and Ireland commercial activity for the fast-growing Silversea Expeditions voyages

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Additionally, to increase focus on the UK charter & incentive market, Maarten Tromp joins the UK & Ireland team, as Silversea focuses its team expertise on individual markets.

Natasha Donovan, Mafalda Barreto and Maarten Tromp will all report directly to Lisa McAuley.

Steve Odell commented: "Lisa's strong commercial track record will be a further invaluable asset within Silversea and we are delighted that she has chosen to work with such a talented UK team. Our re-energised sales structure will enable us to

build even stronger relations with our trade partners and continue to offer great value voyages to our guests as Silversea expands further within the crucial UK market."

Silversea offers guests a choice of eight ships, accommodating between 100 and 540 people, and a cruise programme that encompasses all seven continents and over 800 destinations.

FOR MORE INFORMATION VISIT:

For further information about Silversea, visit  
[www.silversea.com](http://www.silversea.com)

#### **Notes to editors:**

Silversea Cruises, chaired by Manfredi Lefebvre d'Ovidio, is recognised as an innovator in the luxury cruise line industry and in 2015 launched inclusive shore excursions and WIFI on all Mediterranean cruises for the year. Silversea offers guests large-ship amenities aboard its intimate, all-suite vessels: *Silver Cloud*, *Silver Wind*, *Silver Shadow*, *Silver Whisper* and *Silver Spirit* – all designed to offer an atmosphere of conviviality and casual elegance. With the inclusion of the expedition ships *Silver Explorer*, *Silver Galapagos* and *Silver Discoverer*, Silversea Cruises' itineraries encompass all seven continents and feature worldwide luxury cruises to the Mediterranean, Caribbean, both polar regions and over 800 fascinating destinations in between.

In the U.K, Silversea has been voted:

"Best Small Ship Cruise Line" by readers of Condé Nast Traveller (11 times including 2013 & 2014)

"Best Luxury Cruise Line" from Travel Bulletin Star Awards (8 times, including 2014)

"Best Luxury Cruise Line" Irish Travel Trade Awards (2014)

"Best Luxury Cruise Line" at UK's Travel Weekly Globe Awards (9 times including 2015)

"Best Specialist Cruise Line" at TTG Awards (2013)

"Best Luxury Cruise Line" by Scottish Passenger Association

Awards (2004-2009,  
2011, 2013)  
“Best Cruise Line” by The Guardian and The Observer Travel  
Awards (2009,  
2010)  
“World’s Leading Luxury Cruise Line” from World Travel  
Awards (2009, 2010)