



Industry Expert, Bill Diebenow Joins Fathom, the Pioneer in Social Impact Travel, as Director of Sales, Affinity and Special Accounts to Drive Long-Term Business

October 30, 2015

SEATTLE, Oct. 30, 2015 /PRNewswire/ -- [Fathom](#), the pioneer in social impact travel and Carnival Corporation's (NYSE/LSE: CCL; NYSE: [CUK](#)) 10th and newest brand, has named industry veteran, Bill Diebenow as the company's director of sales, affinity and special accounts. In this role, Diebenow will lead a robust sales team and focus on new prospects as well as capitalizing on emerging segments for Fathom, including the retail market for specialized groups, alumni, and faith-based markets. Diebenow reports to David Drier, vice president, sales for Fathom.

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"Bill's 20-year proven track record of accomplished leadership and business development makes him an invaluable addition to the Fathom team," said Tara Russell, president of Fathom and global impact lead for Carnival Corporation. "His extensive sales and marketing experience will play an instrumental role in achieving short and long-term successes by tapping into new markets both on regional and national levels."

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Diebenow joins the Fathom team from American Queen Steamboat Company. There he served as senior vice president of sales and was responsible for managing multiple sales channels and building product development departments that created critical content elements of distinction onboard and shore side. Prior to this position, Diebenow was the vice president of business development at the Preferred Hotel Group/Optriart in California where he developed a new revenue center, and expanded the group's sales representation and consulting services. Additionally, he served as president and executive vice president of High Country Passage, as well as the vice president of sales and marketing for Intrav/Clipper Cruise Lines.

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"I am inspired by and enthusiastic to be with Fathom – a powerful vehicle for pioneering impact on a scale the world has never seen," said Diebenow. "I look forward to making a difference and help shape this brand by utilizing the experience I've gained in my twenty plus years in this industry."

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About Fathom

Fathom is a different kind of cruise that combines one's love of travel with the desire to make a difference in the world. It is a new category of travel. Part of the Carnival Corporation (NYSE/LSE: CCL; NYSE: [CUK](#)) family, Fathom offers consumers authentic, meaningful travel experiences to enrich the life of the traveler and work alongside locals as they tackle community needs. Fathom is unique in that it leverages Carnival Corporation's expertise and scale for a one-of-a-kind business model to create long-term collaboration with its partner countries, allowing for sustained social impact and lasting development. Fathom will serve the sizable and growing market of potential social impact travel consumers – approximately one million North Americans – in addition to

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Sailing aboard the MV Adonia, a 710-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK), Fathom will mobilize, educate and equip travelers on every trip allowing for thousands of impact activity days per week – and tens of thousands of travelers a year to communities of promise, providing unprecedented scale for impact.

<http://www.prnewswire.com/news-releases/industry-expert-bill-diebenow-joins-fathom-the-pioneer-in-social-impact-travel-as-director-of-sales-affinity-and-special-accounts-to-drive-long-term-business-300169355.html>

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