



## Holland America Line Debuts New Trade Promise and Redesigns Sales Department to Provide Greater Support to Trade Partners

February 14, 2018

*Eva Jenner leads sales efforts to maximize cruise sales for travel partners*

Seattle, Wash., Feb. 14, 2018 — Holland America Line's sales team launched a new tradepromise, Committed to Your Success™ that pledges the cruise line's commitment to providing the most comprehensive support to its travel partners and an exceptional cruise experience for its clients. The department will work to uphold the promise under the guidance of the sales leadership team comprised of key members of the sales team, led by Eva Jenner, vice president of sales. The promise states:

*We're dedicated to being your reliable, responsive and easy-to-work with partner. When your clients experience Holland America Line's classic style and enriching journeys, we create mutual customers for life.*

"We've seen a lot of exciting changes to our brand in recent years; and as we evolve as a company our commitment to our travel partners remains the same, yet our level of support is growing immensely," said Jenner. "We launched our new trade promise, Committed to Your Success™ to officially put it in writing and make sure our partners know we'll do everything possible to help them succeed. Our sales leadership team and all of the talented members of our department are dedicated to building on this promise."

### **Five Refined Sales Teams Designed to Build Success.**

Dedicated teams in the sales department were created to better support the unique business model of the cruise industry that requires customization and personalization. The teams are Strategic Accounts; Field Sales; National Account Sales; Trade Communications and Engagement; and Sales Planning and Development (Sales Intelligence, Sales Administration, Charter and Incentive Sales, Series and Wholesaler Sales and International Sales). The teams will be headed by a member of the new sales leadership team, which includes Michele Sutter, director, Strategic Account Sales; Christine Stevens, senior director of Field Sales; Charles Dunwoody, senior director, National Account Sales, North America; Rob Coleman, senior director of Sales Planning and Development; and Denella Ri'chard, senior director, Trade Communications and Engagement.

In addition to the newly created channel sales area, a new Strategic Accounts team was formed that reports to Sutter. Nate Burdulis and Tara Schreiner are senior managers, Strategic Accounts, and Amy Barnett is senior sales representative, Strategic Accounts.

Sales territories across North America were reconfigured to maximize performance, and Business Development Managers (BDMs) will focus on accounts in their new region. To provide guidance and additional supervision, four senior managers of Field Sales were appointed to oversee the BDMs in their territory: Jackie Day, western; Cathy Larson, central; Lucy Owen, eastern; and Tami Normann, Canada.

### **New Tools and Training Make Travel Partners Brand Experts**

In addition to the restructuring of the department, Holland America Line is dedicating more resources to help travel professionals deepen their knowledge of the cruise line's products and itineraries. New award-winning Holland America Line Academy courses and Specialist Training courses are designed to establish agents as experts in the brand, while the North America PartnerSHIPS Sales Seminar Series brings Holland America Line's latest news and initiatives to its partners in-person and through webinars.

[GoHAL.com](http://GoHAL.com), Holland America Line's award-winning portal for travel professionals, is a one-stop shop with marketing tools and access to information that guides agents and sets them up for success.

Travel professionals can connect with their BDM and the sales team through [GoHAL.com](http://GoHAL.com) or by emailing [sales@hollandamerica.com](mailto:sales@hollandamerica.com). Holland America Line's sales team is active on social media at [facebook.com/HAL.partnerSHIPS](https://facebook.com/HAL.partnerSHIPS), [twitter.com/HAL.partnerSHIPS](https://twitter.com/HAL.partnerSHIPS) and [linkedin.com/in/holland-america-line](https://linkedin.com/in/holland-america-line). For more information, call 1-800-426-0327.

**Editor's note:** Photos are available at <https://www.cruiseimagelibrary.com/c/ftjv4tex>.

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### **About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]**

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctica explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *ms Koningsdam* in 2016 and has a second Pinnacle-class ship, *ms Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs who design dishes exclusively for our guests.

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