

TRAVEL AND HOSPITALITY

Cunard focuses on marketing, service in senior management moves

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The Queen Mary 2 is the lead ship in the Cunard portfolio, which also includes the Queen Victoria and Queen Elizabeth. Image credit: Cunard

By LUXURY DAILY NEWS SERVICE

Cruise line **Cunard** is promoting three members of its senior management team as it prepares to resume its ocean cruises next year.

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As part of the reshuffle, Jamie Paiko has been tapped as vice president of sales after serving as a senior director of marketing while advertising manager Nicole Knox has been promoted to director of marketing. On top of this, Jeriel Lubaton will add management of customer service to his job as director of pricing and demand.

"Throughout its esteemed history, North America has been a cornerstone of Cunard's success," said Simon Palethorpe, president at Cunard, in a statement. "We plan on growing this ever more, including through our return to sailing in Alaska, and these three appointments will further strengthen our presence in the North American market."

Shake-up at the top

Ms. Knox will assume responsibility for all marketing in North America, including digital advertising, trade and consumer advertising as well as customer relationship management and direct mail in in her new role as marketing director.

Ms. Paiko, meanwhile, will take charge of overseeing Cunard's national account managers and support the regional sales directors and field team as vice president of sales. She will also lead Cunard's public relations across North America.



Queen Elizabeth sailing by Venice, Italy. Image courtesy of Cunard

Lastly, Mr. Lubaton will still handle pricing and performance for Cunard North America and Asia as well as remaining at the helm of the revenue management team.

Cunard, like most of its peers, has grounded its voyages this year due to port closures over the COVID-19 pandemic.

The cruise line shook off the travel blues by announcing the launch of its next around-the-world voyage on its Queen Mary 2 flagship liner.

The 2022 World Voyage is a 118-night cruise through Asia, Australia, Middle East and Europe. The Queen Mary 2 will make calls to Greece, Dubai, Sri Lanka, Singapore, Vietnam, Hong Kong, Australia and Bali, Abu Dhabi, Oman, Italy and Portugal, with outbound and return sailings through the Suez Canal ([see story](#)).

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