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Luxury Cruise Veteran Nancy Iovino Joins Scenic Group **as Regional Sales Director for West Coast Markets**

Boston, MA (December 2020) – Luxury cruise sales veteran Nancy Iovino has joined the Scenic Group family of brands – [Scenic Luxury Cruises & Tours](#), [Scenic Eclipse](#) and [Emerald Cruises](#) as its newest Regional Sales Director working with accounts in the Southern California and Pacific Northwest regions. “We are absolutely thrilled to have someone with Nancy’s level of experience in the luxury cruise market representing the Scenic brands,” said Ann Chamberlin, Scenic Group’s US vice president of sales. “Her stellar reputation as a relationship-builder within the industry will not only continue to expand our travel advisor network on the west coast, but also introduce our award-winning river, yacht and discovery ships to a new clientele.” Nancy will be based out of Southern California and can be reached at



Nancy.iovino@scenicusa.com

Iovino brings extensive sales experience to Scenic including her most recent role as Director of Sales, Southwest US and Hawaii for Paul Gaugin Cruises; a role where she successfully developed collaborative business relationships with affinity groups and partner organizations to become the company’s top producing territory. With more than 25 years in the travel and cruise industries, Iovino has held successful positions throughout her career including regional sales manager and director roles at Oceania and Crystal Cruises and numerous onboard roles with Princess Cruises.

“I’ve always admired the Scenic brands and look forward to implementing new, creative initiatives to generate growth,” said Iovino. “Whether it is through my signature *Newsletters from Nancy* email that has a high success rate of generating new conversations to hosting informational webinar series and being active on social media platforms, my goal and passion is to drive business, expand brand awareness and create new relationships resulting in loyal travel advisor partners.”

Beyond her role with Scenic, Nancy enjoys entertaining, reading, yoga, tai chi and spending time at her vacation home in the Tennessee countryside with her husband. She is the proud mother of two adult

children and is committed to raising funds to fight pancreatic cancer with the Hirshberg/UCLA Foundation in honor of her father.

Scenic Group has grown over its 34-year history to include award-winning, all-inclusive river and ocean cruises and handcrafted land tours that take guests to many of the world's most fascinating destinations. Since 2008, Scenic has offered river cruises in Europe, SE Asia and Russia on its 15 Space-Ships and Egypt on a luxury charter. In 2019, Scenic introduced the World's First Discovery Yacht, the 228-guest *Scenic Eclipse*. Sister brand Emerald Cruises, parent of Emerald Waterways and the newly formed Emerald Yacht Cruises, has nine branded Star-Ships offering river sailings in Europe and on the Mekong, as well as the chartered river ship along the Volga River in Russia (MS *Nizhny Novgorod*). In 2021, the *Emerald Azzurra* will be the first yacht to launch under the Emerald Yacht Cruises brand - a 100-guest super yacht that will ply the warm waters of the Mediterranean, Adriatic and Red seas.

Additional information on these and other cruises, brochures and reservations can be obtained via travel advisors; or in the US: www.scenicusa.com, phone (844) 788-7985, info@scenicusa.com; or www.emeraldwaterways.com, phone (844) 428-8389; in Canada: www.scenic.ca; phone (866) 689-8611; or email: info@scenic.ca; or www.emeraldcruiises.ca, phone (844) 626-4303. Brochures can also be downloaded directly from the websites.

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SC-01- January 2021