



## Aurora Expeditions Expands North American Sales Team with Two Strategic Appointments



*Sydney, Australia (July 28)* Aurora Expeditions is thrilled to announce two new appointments as part of its continued growth in the North American market. Anthony Iozzia has been named Sales Director, Northeast and Key Accounts, and Erick Valdes has been appointed Director, Midwest and Key Accounts. Together, they bring over 40 years of combined experience in travel, tourism, and hospitality to the expanding regional team.

In his new role, Anthony Iozzia will lead efforts to expand sales across the Northeastern U.S. market. Based in New Jersey and reporting to Kris Endresen, VP of Sales, North America, Anthony will develop and execute a regional sales strategy focused on increasing brand awareness and revenue through retail travel advisors, wholesale partners, and host agency networks. He will also be responsible for driving new business opportunities, managing key accounts, and ensuring Aurora's sustainability values are reflected across all initiatives.

*"We're delighted to welcome Anthony to the Aurora Expeditions team,"* said Kris Endresen. *"North America is an exciting and fast-growing market for us, and Anthony's deep industry connections, strategic mindset, and enthusiasm for exploration make him the ideal person to lead our trade development in this region."*

Anthony joins Aurora Expeditions with a strong track record of success, having held senior roles with leading global travel brands. His appointment underscores Aurora's commitment to supporting its valued trade partners and expanding its presence across North America.

Meanwhile, Erick Valdes joins Aurora as Director, Midwest and Key Accounts, bringing two decades of travel industry experience to the role. Originally from Miami, Florida, Erick moved to Denver in 2016 and has since become a passionate advocate for adventure travel.

Before joining Aurora Expeditions, Erick spent nine years at Xanterra Travel Collection, where he led third-party sales across key distribution channels including OTAs, tour operators, travel agents, and wholesalers. Prior to that, he held several roles over 11 years at Royal Caribbean, including Manager of Planning and Analysis and later National Account Manager, where he oversaw marketing strategies and partnerships with major travel agency consortia.

*“Erick brings an exceptional combination of analytical expertise and sales leadership,”* added Endresen. *“His experience across both the cruise and land-based sectors, along with his strong relationships in the industry, will be instrumental as we continue to grow our presence in the Midwest and beyond.”*

Aurora Expeditions looks forward to building lasting partnerships and inspiring more travelers across North America to embark on the adventure of a lifetime.

For more information, please visit [www.aurora-expeditions.com](http://www.aurora-expeditions.com).

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