

MEDIA RELEASE

Aurora Expeditions new leadership and appointments in North America



L-R: Bonnie Newman, Danna Walker and Kris Endreson

SYDNEY, AUSTRALIA 26 March 2024 – Aurora Expeditions, the award-winning Australian expedition travel company has announced new appointments and exciting developments within its North American sales team.

Kris Endreson has joined the company as its new Vice President of Sales, North America. Based in Dallas, Texas, Endreson brings a wealth of experience in senior roles within the expedition and cruising space, and a proven track record of driving sales growth and strong customer relationships. Officially assuming the role today, Endreson will be responsible for leading the company’s sales strategy across the region, driving revenue, and expanding its overall market presence, supported by her team of Sales Directors and Business Development Managers.

To further bolster Aurora’s sales strategy in the market, the company has also appointed Bonnie Newman to a newly created role of Director of National and Key Accounts, following her success in her previous role of Sales Director, US West. This new role will be responsible for nurturing relationships with national retail agencies as well as strengthening and growing Aurora’s relationships with key wholesale accounts to drive revenue growth.

Furthermore, Danna Walker has been promoted to the new role of Business Development Manager, Canada, where she will work to expand Aurora’s brand presence in the Canadian market, forging partnerships, and driving growth initiatives with the Canadian trade.

“We are thrilled to welcome Kris Endreson to the team, as well as congratulate Bonnie and Danna on their new roles,” commented David Tanguay, Aurora’s Global Head of Sales.

“I am confident that their passion, dedication, and expertise will propel us to new heights and strengthen our position as a market leader in North America.”

Eric Andrews remains in his role as Sales Director, US Southeast, while the company is now also actively recruiting to fill the Sales Director roles for the Northeast and West.

Learn more about Aurora Expeditions at www.aurora-expeditions.com

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About Aurora Expeditions

Aurora Expeditions is an award-winning Australian-owned expedition company pioneering experiential travel for over 33 years. A Certified B Corporation™, Aurora is deeply committed to environmentally respectful travel to preserve the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small ship experience is intimate and friendly. Aurora Expeditions takes travellers on perspective-altering experiences to some of the planet's most remote and incredible places.

Aurora's two purpose-built small ships, *Greg Mortimer* and *Sylvia Earle* are designed for global discovery.