



## Former Cruise Line Executive David Morris Makes Transition to Entrepreneur with New Sales & Marketing Company

### David Morris International(DMI) Offers Cost-Effective Marketing Solutions to Travel Industry

**(Santa Ana, CA - April 29, 2009)** For more than 35 years, David Morris cruised to the top of his profession with Cunard, Crystal and mostly recently, Silversea Cruises. Now he has chosen to go in a new direction with his career. "I have a great deal of admiration and respect for luxury travel providers; both for the caliber of people and the product. I feel very fortunate to have worked closely with some of the best in the business and proud of the things we accomplished together," said Morris. Starting DMI put all the pieces together where I could further expand my expertise, while bringing companies an added level of sales and marketing experience."

As President of the new organization, Morris will have offices in Orange County, California and New York City. Joining David's team is his long-time associate, Marilyn Conroy as Executive Vice President of Sales, often referred to as the "Dynamic Duo" by making significant contributions to the travel agent community. Morris and Conroy are the recipients of many industry awards, including the "Leaders in Luxury" award by the editors of Travel Agent and Luxury Travel Advisor magazines. Conroy's experience exceeds 30 years in the cruise industry starting with Cunard's Hotel division as Director of Sales and Marketing for their then Hotel Division and subsequently was promoted to Vice President of Sales - the youngest female VP in the Cruise Industry - followed by escalating senior sales positions at Crystal and most recently at Silversea. She was also recognized by Forbes Life last year as one of the top 25 most influential women in travel. "This new venture really excites me as it will enable us to work with a few niche upscale companies to develop and expand their sales and marketing reach in North America and in some cases, globally.

Accepting the position of Senior Vice President of Marketing is Judy Parker, another veteran with 25+ years travel experience, most recently with Worldview Travel, in management, sales and marketing, including Crystal Cruises where Morris, Conroy and Parker previously worked together. Parker states, "The strength of this organization is up to the challenge of providing innovative solutions, personalized consulting and efficient implementation of programs tailored to fit a wide variety of needs and I am proud to be associated with such a great team."

Senior Vice President of Charters and Incentives is Maggie Mantia, formerly of Regent Seven Seas Cruises. "In my new capacity, I look forward to applying the expertise I have gained throughout the years for the benefit of my loyal customers and applying these skills to obtain the best cruise charter and corporate group contracts on their behalf", she remarked. Mantia is an expert with more than 30 years in this field having long-term positions with E.F. MacDonald, a full-service incentive house, Cunard Line and most recently as VP, Charter & Incentive Sales at Regent Seven Seas Cruises

DMI will offer marketing services to the travel industry from full annual programs to specific project needs. There is no "one size fits all" when it comes to providing marketing support as each supplier is unique," says Morris. The new up-start will offer companies cost-effective sales & marketing solutions to grow their business with executive level services, as little or as much as needed, allowing maximum flexibility and responsiveness. Morris remarked, "I have personally seen the need for this type of service for many years and I hope now to fill the demand."

Morris sees great opportunities in the marketplace today for rewarding and productive programs, which helped prompt his decision to move forward with his company at this time. Morris stated, "There is an acceptance right now to challenge the old methods as many industries search for a new recipe for successful sales & marketing programs. He adds, difficult times require us to be more creative and quite often end up permanently changing the way we do business. It is during these times that many doors of opportunity open, if you're looking for them. I hope to identify and promote these opportunities with customized programs created to fit each provider's particular needs."

Another key component of their business will be the development of programs sold through Travel Agents that blend cruise and land products enhanced with unique experiences that affluent travelers seek most. Examples of these products may include traveling with a celebrity or icon of industry or access to people and places along the way not generally available to the public. DMI strives to set the standard in experiential travel designed to appeal to even the well-traveled explorers around the world.

DMI plans to be operational by May 1.

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