



## Costa Cruises Strengthens its sales organization in North America

March 1, 2024

*The Italian company continues its path of growth and organizational evolution with a new commercial structure operating in the North America market.*

Genova 1 March 2024 — Costa Cruises announces changes for its sales organization operating on the North America market, under the leadership of Dario Rustico General Manager North & South America which combines the territories of North America and South America. Dario Rustico reports to Francesco Muglia, Global Commercial Senior Vice President.

After having led for over 40 years the Costa sales team in North America, Ruben Perez veteran of the Costa brand in the United States will leave his role as General Manager Costa Cruises North America.

"We are sincerely grateful to Ruben for his recognized contribution to the Costa brand in U.S over the years and for his long contribution to the whole Costa organization. His managerial skills have been pivotal to lead the North American team over the past years" – stated Mario Zanetti, President Costa Cruises.

"I am proud of the significant achievements we have accomplished together, and I am sure Costa will continue in providing great cruising experiences to its American guests and valuable travel partners" – stated Ruben Perez.

Effective as of March 1st, 2024, the North America market will be served through a new sales organization led by Erik Jaramillo promoted to Head of Sales, Costa North America. In this role Erik will oversee strategic and national accounts, charter and incentives, and field sales, reporting to Dario Rustico.

Jaramillo has been part of Costa in a variety of positions for many years and developed a vast experience. On parallel the Costa North America sales department will be reinforced with the introduction of Yeniss Palacio, Priscilla Reyes and Becky Tate who join Costa Cruises in the role of business development managers, reporting to Jaramillo.

Jaramillo joined Costa Cruises in 1996 and has navigated through roles with increasing responsibility in sales, inventory control, e-commerce and web services, revenue management, and business intelligence. Tate joins Costa as BDM with more than 35 years in the travel industry. She will oversee Central and North Florida and the East Coast. Reyes brings nearly 20 years of sales and client services experience to Costa and will be responsible for the West Coast and Canada. Palacio, BDM for South Florida, the Mid west and Caribbean, joins Costa from American Airlines with more than 23 years of experience in global sales and marketing.

### **About Costa Cruises**

*Costa Cruises is an Italian company, based in Genoa, which is part of Carnival Corporation & plc, the world's largest cruise group. For more than 75 years, Costa ships have been plying the seas of the world, offering guests a different destination every day, to be discovered through unique experiences, both on board and ashore. Currently, the Costa fleet consists of 9 ships, all flying the Italian flag, sailing in the Mediterranean, Northern Europe, the Baltic Sea, the Caribbean, Central America, South America, and the United Arab Emirates, as well as offering "Around the World" and "Grand Cruises", to visit different continents in a single holiday.*

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