



Industry Veteran Michelle Sutter Joins Fathom, the Pioneer in Social Impact Travel, as Senior Sales Leader to Work with Travel Professionals and Group Travel Planners

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Sutter will help serve trade and consumer demand for rapidly growing Fathom brand

Fathom was created for the passionate and growing number of travelers seeking mindful, purpose-driven and easily accessible travel programs that allow them to make an impact on the world

SEATTLE, July 24, 2015 /PRNewswire/ -- [Fathom™](#), the pioneer in social impact travel, has named 15-year cruise industry veteran Michelle Sutter as a company senior sales leader. In this role, Sutter will be responsible for marketing and business development supporting sales of Carnival Corporation's (NYSE/LSE: CCL; NYSE: [CUK](#)) Fathom brand that is pioneering the new category of social impact travel. Sutter joined the company in July reporting to David Drier, vice president, sales for Fathom.

"Michelle is a results oriented leader and business partner who successfully cultivates and expands authentic, meaningful relationships," said Tara Russell, president of Fathom and global impact lead for Carnival Corporation. "She is committed to collaborating with travel professional partners to help them grow their businesses by successfully marketing and selling more unique products and services. She also has a demonstrated track record and passion focusing her unique gifts and talents to make a difference in the world – she has chaired several community fundraising initiatives and served on boards benefitting children's charities and organizations. Her outstanding business development skills coupled with her dedication to societal impact make Michelle an ideal addition to our team."

Sutter joins the Fathom team from Holland America Line and Seabourn where she was business development manager since early 2013, where she was responsible for increasing travel professional sales and market share for the company and exceeding established revenue objectives on a regular basis. In 2014, Holland America Line recognized Sutter with the prestigious Rookie of the Year Award. Prior to that, Sutter served in several sales roles of increasing responsibility at Celebrity Cruises and Royal Caribbean International where she was the recipient of numerous sales awards.

"It is exciting to get in on the ground floor of Fathom, working with a visionary executive team who deeply understands the desire to do good in the world, and who created this unique brand to address the real hunger to help others," said Sutter. "I look forward to helping travel professionals meet the growing demand from travelers eager to immerse themselves in new cultures where they can learn, serve and flourish while making enduring, sustainable contributions on a scalable and systematic basis."

A resident of Vancouver, Canada, Sutter earned a Bachelor of Arts in Latin American studies and Spanish from Simon Fraser University. She also actively supports the Umoja Operation Compassion Society by working with low-income immigrants living in British Columbia. Sutter is fluent in English, French and Spanish.

About Fathom

Fathom™, a new brand in the Carnival Corporation family, is the pioneer of impact travel, a new category of travel that will offer consumers authentic, meaningful travel experiences to enrich the life of the traveler and work alongside locals as they tackle community needs. Fathom is unique in that it leverages Carnival Corporation's expertise and scale for a one-of-a-kind business model to create long-term collaboration with its partner countries, allowing for sustained social impact and lasting development. Fathom will serve the sizable and growing market of potential social impact travel consumers – approximately one million North Americans – in addition to global travelers already pursuing service-oriented travel experiences worldwide.

Sailing aboard the MV Adonia, a 710-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK), Fathom will mobilize, educate and equip up to 700 travelers on every trip allowing for thousands of impact activity days per week – and tens of thousands of travelers a year to communities of promise, providing unprecedented scale for impact.

For more information about Fathom or to book a voyage, contact your Travel Professional, call Fathom toll-free at 1-855-932-8466 or visit www.Fathom.org.

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