



AIDA Cruises: Alexander Ewig is the new SVP Marketing

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With Alexander Ewig, an international marketing & digital expert is joining AIDA Cruises' management team starting on September 1, 2019. In this position, he will be responsible for the entire brand communication, including direct sales and e-commerce.

"One of the biggest growth phases in the history of our company lies ahead of us," said AIDA President Felix Eichhorn. "I am very pleased that with Alexander Ewig we will have a renowned marketing and digital expert joining our company. With his extensive experience, he will successfully drive our company's further growth."

Alexander Ewig has more than 20 years of professional experience in marketing, digital business and customer relationship management. Before joining AIDA Cruises, he was as Managing Director in charge for the brand management and marketing of the leading retailers for consumer electronics in Europe as CEO of MediaMarktSaturn Marketing GmbH. Prior to this, Alexander Ewig was responsible for Germany business as COO of the Wundermann agency. Further stations in his career have included Germany CEO of the international digital and dialog agency MRM, director of marketing and product management at Klicktel AG, management spokesperson for Ogilvy Interactive Germany, and managing director of the digital agency Denkwert.

AIDA Cruises is Germany's leading cruise company and currently employs around 15,000 people from over 50 countries, 13,500 on board its 13 ships and 1,500 at the company headquarter in Rostock and Hamburg. After putting AIDAnova, the world's first cruise ship that can be fully powered with low-emission LNG, into service in December 2018, the company will build two more of these innovative ships by 2023. By the end of 2023, 94 percent of all AIDA guests will be sailing on ships that can be fully powered with low-emission LNG or, where possible, with green shoreside energy at port.