



**Sea Cloud Cruises Promotes Jerry Jolliff to Director of Sales,
Strengthening North American Leadership Team**



HOLLYWOOD, Fla. (August 10, 2026) — [Sea Cloud Cruises](#), one of the world's most storied names in luxury cruise travel, announced the promotion of Jerry Jolliff to Director of Sales. In his expanded leadership role, Jolliff will oversee the company's North American sales organization, helping drive strategic growth while continuing to elevate the company's presence in the luxury travel market.

The promotion reflects the company's continued focus on building its North American sales under recently appointed President, Americas Kevin Smith. As demand for authentic luxury small-ship sailing grows, Sea Cloud Cruises continues to invest in experienced leadership while preserving the personalized service and authentic sailing experiences that have defined the brand for more than four decades.

"Jerry's promotion is a reflection of the trust he has earned from our team and the impact he has made at Sea Cloud Cruises," said Kevin Smith. "He understands that success is built on relationships; listening, partnering and delivering on the promises we make. As we continue building on our company's remarkable legacy, Jerry's collaborative leadership style, passion for the brand and ability to inspire our team make him the right person to help carry forward the values that have long distinguished Sea Cloud Cruises."

Reporting directly to Smith, Jolliff will lead initiatives focused on expanding the company's regional sales presence, advancing trade opportunities and enhancing support for the reservations and field sales teams.

"I am honored by this opportunity and grateful to the leadership team for their confidence in me," said Jolliff. "Sea Cloud Cruises is truly a special brand, built on extraordinary ships, unforgettable guest experiences and a team dedicated to delivering exceptional service. I look

forward to building on that foundation and contributing to the continued evolution of this exceptional company.”

Jolliff brings more than three decades of sales and business development experience in the luxury travel and cruise industry, including leadership and sales roles with Sea Cloud Cruises, Silversea Cruises, Norwegian Cruise Line and his own luxury travel company. Throughout his career, he has specialized in luxury vacation sales, travel advisor partnerships, territory management, and high-end client relationship development, with notable achievements including selling world cruises, growing regional market share, and supporting premium travel brands across North America.

About Sea Cloud Cruises

Since 1979, Sea Cloud Cruises has been one of the world's most storied names in luxury cruising. Its fleet, *Sea Cloud*, *Sea Cloud II* and *Sea Cloud Spirit*, combines authentic tall-ship sailing traditions with the elegance and personalized service of a private yacht. Sea Cloud Cruises was ranked No. 3 among Small Ship Cruise Lines in Condé Nast Traveler's 2025 Readers' Choice Awards, while the Berlitz Cruise Guide has consistently recognized *Sea Cloud* and *Sea Cloud II* among the world's top cruise ships. For more information, visit www.seacloud.com.

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