

myguideTravel Appoints New Head of Marketing and Sales

myguideTravel, Castletownshend, Co.Cork has appointed Seamus White as Head of Marketing and Sales. The Corkman brings ten years of sales and marketing expertise to the company and will focus initially on myguideIreland and myguideBritain to create brands which are market leaders in the travel industry.

Seamus holds a BComm from UCC and an MBA from SJU in Philadelphia. Following his return to Ireland in 1998, he spent six years working with Masterfoods concentrating on household brands such as Mars, Maltesers, Dolmio, Uncle Ben's, Pedigree and Whiskas. During the last three years he held the position as Head of Sales with PepsiCo, where he was responsible for 7UP and Pepsi sales throughout Ireland.

Established in Ireland in 1998, myguideTravel is Ireland's number one inbound tour operator and has operated in Britain since 2004. myguideTravel provides expert local advice and assistance in planning a dream vacation or holiday.