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## **DISCOVER THE WORLD MARKETING ADVANCES IN RUSSIA WITH APPOINTMENT OF A NEW GENERAL DIRECTOR**

SCOTTSDALE, ARIZ, Aug. 7, 2013 — Discover the World Marketing has recently appointed Ekaterina Scherbakova as General Director and General Manager for its Russian office. As part of Scherbakova’s duties she will handle the marketing and sales for its 13 clients. The Russian portfolio of clients includes all segments of the travel industry—Aeromexico, Air New Zealand, Abercrombie & Kent, Caesars Entertainment, Cathay Pacific, Copa Airlines, Icelandair, United Airlines, Virgin Airlines; in addition to the recently added Rotana Hotels & Resorts, Royal Caribbean International, Steigenberger Hotel Group and Windstar Cruises

Jenny Adams, CEO of Discover the World Marketing said, “Ekaterina was selected for this challenging role because she is clearly a self-starter with an impressive track record in leading teams to achieve excellence performance, both within the airline and hospitality industries.”

“This is absolutely a unique opportunity for me to combine all of my knowledge and skills and use them in one place,” said Scherbakova. “It’s a great chance for me to work for an international company with such a strong brand. I’m very impressed with Discover the World Marketing’s management and their special attention to leadership and office spirit.”

Scherbakova has more than 15 years of experience working most recently as the Deputy General Manager for Russian Hotel Chain Slayyvanka. Scherbakova has also worked for Singapore Airlines, Corporate Travel Academy, Evrokontakt Plus Lufthansa City Center, Inner Tour Company, NIKoil Bank, Kremlin Cup, Holiday Inn Vinogradova, and Marriott Tverskaya. In her new Discover position, she will manage a 22 person staff.

Discover the World Marketing's office in Russia is centrally located in Moscow at Prechistenka Street 40/2, in building one, entrance 3, office 32. To reach Scherbakova and her staff, phone +7 495 744 04 90 ext. 178.

For more information about Discover the World Marketing, visit [discovertheworld.com](http://discovertheworld.com) or call +1 480 707 5566 or +44 207 107 2303.

#### About Discover the World Marketing

Discover the World Marketing has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 70 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

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