



Pelorus Make Strategic Hire With Aurelia van Lynden to Lead as New Director of Travel as UK & US Growth Accelerates

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Austin, Texas (Oct 26, 2022): Pelorus, travel and yacht expedition specialists, are pleased to announce a new hire Aurelia Van Lynden, as Director of Travel. With more than 10 years of experience in the luxury travel industry, Aurelia van Lynden joins Pelorus to spearhead travel sales and operations. The Director of Travel role is a new position, giving more strategic structure to the travel arm of the business. Aurelia will oversee the travel sales, operations and product team.

Geordie Mackay-Lewis, CEO and Co-Founder of Pelorus shares, *“We are hugely excited about Aurelia joining Pelorus as Director of Travel and building on the success already achieved by the team. She brings a unique set of skills and track record from highly regarded brands and industry leaders. Her passion for experiential travel, brand building and leadership will accelerate our growth strategy and project the brand globally.”*

Aurelia’s career began at Abercrombie and Kent, where she helped build and grow the Private Clients division and expanded the Ultra Luxury product portfolio. More recently, she has been the Chief Operating Officer at hospitality consultancy, Perowne International where she was responsible for the operational side of the business and growing the hotel consultancy division.

Aurelia van Lynden shares, *“I’m thrilled to have joined Pelorus, and to lead a team who plan truly bespoke, life-enriching trips for our clients. Looking ahead at bucket list destinations for 2023, my top choices for places to travel with Pelorus would be Naoshima in Japan, hiking and paragliding in the Dolomites and exploring Gabon’s untouched wilderness.”*

For bookings and inquiries contact: www.pelorusx.com / info@pelorusx.com

About Pelorus:

Pelorus is the ultimate experiential travel company, designing bespoke adventures and yacht expeditions in extraordinary places across the globe. Founders Geordie Mackay Lewis and Jimmy Carroll are ex-British army captains and bring their experience leading British reconnaissance units on long-range desert patrols and helicopter operations to their truly custom trips. The knowledge and skills they forged during these years lay the foundations upon which Pelorus is built. They endeavor to meet clients’ wildest aspirations using their global network of contacts and an extensive level of research. In a time when genuine escape is hard to find, Pelorus is taking a new and exciting approach to the travel and yachting sectors.

For more information:

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