

Media Release
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Qualmark sales managers appointed

Qualmark New Zealand has appointed two new sales managers to help drive the expansion of tourism's official quality licensing system.

Ron Russell is the new North Island Sales Manager and Reg Phillips is the new South Island Sales Manager. Both will be working with accommodation and tourism operators entering the Qualmark™ licensing system, which is looking to grow to 3,000 licensees within 3-4 years.

Prior to joining Qualmark, Reg Phillips was teaching Travel and Tourism at the Auckland Institute of Studies and has been a Tour Director with Australian Pacific Touring during which he worked with many operators on-selling their products to road and rail tour passengers. He has owned a number of businesses in the travel, music and fast food industries. Reg will be based in Christchurch.

Ron Russell has joined Qualmark after five years as general manager of Victoria Park Market. Prior to that he held sales and HR positions in the telecommunications industry and owned a Paper Plus and Lotto franchise in Dargaville. Ron will be based at Qualmark's Auckland office.

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