



MEDIA RELEASE

## ***Travellers Choice names Sharon Orchin as Business Development Manager NSW/ACT***

12 January 2016: **Travellers Choice is today pleased to announce the appointment of Sharon Orchin as its new Sydney-based Business Development Manager for New South Wales and the Australian Capital Territory.**

Orchin brings a broad range of experience to the role, having previously worked with some of the travel industry's leading brands, including Flight Centre, Carlson Wagonlit Travel, Sabre and Air New Zealand.

Most recently she expanded her skill base by venturing into the technology sector, holding business management and acquisition roles with DNA Connect and ASX-listed telecommunications provider Vocus Communications.

In her new role Orchin is responsible for supporting Travellers Choice members' sales and marketing activities, driving expansion of the national retail group's network, and liaising with preferred suppliers.

Travellers Choice General Manager – Sales, Nicola Strudwick, says Orchin's diverse background makes her a valuable addition to the Travellers Choice network.

"Sharon's understanding of the travel, aviation and technology spheres will enable her to not only support our members across a broad range of areas, but to also identify and seize opportunities for growth," says Strudwick.

For further information on Travellers Choice please visit [www.travellerschoice.com.au](http://www.travellerschoice.com.au).

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### **About Travellers Choice:**

Travellers Choice ([www.travellerschoice.com.au](http://www.travellerschoice.com.au)) is one of Australia's leading retail travel groups. The publicly unlisted company is wholly-owned by its agency members, who are located in every state and include some of the country's most successful travel businesses.

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