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***For Immediate Release***

**Avanti Appoints Three to Sales Positions;  
Michel Madjerich to National Accounts Director,  
Christina DeFalco to Northeast Regional Sales Director,  
Paula Ruidiaz to Southeast Regional Sales Director**

Portland, OR, April 17, 2024 – Custom FIT\* tour operator Avanti Destinations announced the appointment of three industry veterans to sales positions: Michel Madjerich, formerly Southeast Regional Sales Director, is now Director of National Accounts; Christina De Falco is Northeast Regional Sales Director; and Paula Ruidiaz is Southeast Regional Sales Director. All three report to Gina Bang, Chief Sales and Marketing Officer of Avanti.

“We have restructured the sales force to provide support for our travel advisor partners on the executive, national, regional, and individual advisor level,” said Bang. “As National Accounts Director, Michel works with agency owners to develop strategies on how to grow their business with Avanti. We have reduced territory sizes, in order to give our regional sales directors more face-to-face time with their accounts.”

**Michel Madjerich**

Based in the Tampa area, Madjerich also works alongside Avanti’s Senior Vice President of Industry Relations, John Hanratty, to strengthen Avanti’s partnerships with consortia and host agency partners.

Madjerich has more than 20 years in business development representing leading tour and cruise operators to advisors in the Southeast and Mid-Atlantic before joining Avanti as Southeast Regional Sales Director in 2022. Previous positions were with Rosenbluth Vacations, MLT (Delta and United) Vacations, Celebrity & Azamara Cruises, among others.

**Christina De Falco**

Based in Gloucester, Rhode Island, Christina De Falco calls on accounts in Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia.

A travel industry veteran for more than 30 years, De Falco has held sales, marketing, training, and management positions at Star Clippers, Insight Vacations, Brian Moor/Europe Express, Superclubs Resorts, and Cruise Brothers. “My years as a travel advisor are the ones I remember most fondly because I saw so much of the world on fam trips,” she said.

### **Paula Ruidiaz**

Based in Miami, Chilean-born Paula Ruidiaz calls on advisors in Florida, Georgia, North Carolina, and South Carolina.

She has 20 years in the travel business, working first for COCHA Travel, Chile’s largest inbound tourism company as sales and marketing manager after initially starting her career developing markets for South American and European wines and spirits. Ruidiaz is a returning Avanti Destinations employee, having previously handled sales for the entire eastern U.S., then serving as Southeastern Regional Sales Director for five years.

**Advisors can reach Madjerich at [mmadjerich@avantidestinations.com](mailto:mmadjerich@avantidestinations.com) , De Falco at [cdefalco@avantidestinations.com](mailto:cdefalco@avantidestinations.com) and Ruidiaz at [pruidiaz@avantidestinations.com](mailto:pruidiaz@avantidestinations.com) .**

Headquartered in Portland, Oregon, wholesale tour operator Avanti Destinations creates and sells custom-crafted independent (FIT) and group travel 365 days a year in Europe, Asia, North Africa, the Middle East, the South Pacific, and Central and South America **exclusively through travel advisors**.

For more information, log onto the travel advisor portal <https://book.avantidestinations.com> or call 1-800-422-5053 to speak with an expert travel specialist.

**Since 1981**, Avanti Destinations has been selling **independent travel** products and custom-crafted vacations in Europe, Central and South America, Asia, North Africa, Middle East, and the South Pacific. The Portland, Oregon-based wholesale tour operator offers a wide range of FIT components **to travel advisors only**, including air, rail, rental cars, hotels, sightseeing/attractions, transfers and hard-to-find experiential travel options. Avanti specializes in hand-picked, locally-owned hotels in both large and small cities and in connecting all the pieces of complex, multi-destination itineraries. The company also creates complete packages for custom groups of 10 or more passengers. For more information: <https://book.avantidestinations.com>.

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\*Note: FIT – Foreign Independent Travel

**Electronic photos available at [2024ThreeNewSalesAppts](#):**

*Michel Madjerich (based in Tampa area) has been promoted to Director of National Accounts for wholesale tour operator Avanti Destinations; Christina De Falco (based in Glocester, RI) has been appointed Avanti’s Northeast Regional Sales Director; and Paula Ruidiaz (based in Miami) has been named Southeast Regional Sales Director.*