

Press Contact

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**MEDIA RELEASE**

Stephanie Schrahe to become Director Omnichannel Sales at A-ROSA

Experienced tourism expert to head A-ROSA River Cruises' sales team from June

Rostock, 02 April 2026 – From 01 June 2026 A-ROSA River Cruises will welcome sales expert Stephanie Schrahe to the company. She will assume the newly created position of Director Omnichannel Sales. In this role, she will be responsible for the strategic development of sales structures and channels and, together with her team, will continuously drive forward a seamless customer experience across all points of contact.

Schrahe has over 20 years of experience in sales and marketing, including roles as Senior Manager Sales Force and Director of Key Account Management & Sales Communication at AIDA, and most recently as Executive Manager Account Sales at SIXT. She will use her extensive expertise in marketing, sales strategy, and targeted customer communication to further strengthen the brand presence of A-ROSA.

“The combination of agency and digital sales channels offers enormous potential. In my new role as Director Omnichannel Sales, my focus will be on strategically developing these synergies and driving sustainable growth,” Schrahe commented on her new position.

With the appointment of Schrahe, A-ROSA is emphasising its ambition to grow its sales activities. The goal is to establish innovative and creative concepts, efficiently harness synergies across channels, and thereby create a sales system that benefits both partners and guests alike.

“We are excited to have recruited Stephanie Schrahe, an experienced and inspiring leader, for A-ROSA. With her dedication and expertise, we will successfully continue to develop our national and international omnichannel strategy,” said A-ROSA CEO Rolf-Dieter Maltzahn.

As Director Omnichannel Sales at A-ROSA, Schrahe will be responsible for the departments covering online sales, inside sales, agency services, OTAs, national and international key accounts, and the regional sales managers. Schrahe herself will report directly to A-ROSA CEO Rolf-Dieter Maltzahn.

Further information about the company as well as accompanying press material can be found at newsroom.rosa-cruises.com.

Captions

Stephanie_Schrahe_c_private.jpg

Sales expert Stephanie Schrahe has been appointed to the new position of Director Omnichannel Sales. Photo: privately owned

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made

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up of 15 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium All-Inclusive fare guests can enjoy varied buffets, a choice of high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. The company's flagship is the innovative E-Motion Ship A-ROSA SENA with a hybrid propulsion system and battery storage. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany.