



## **ANCHOR™ ANNOUNCES MARK MARTORANA AS NEW SENIOR VICE PRESIDENT OF REVENUE**

### **Martorana Will Be Responsible for Overseeing the Revenue Team and Developing Global Strategies to Drive Growth as Anchor™ Expands to New Industries, From Transportation to Parks & Zoos.**

**New York, NY (May 16, 2023)** – Anchor, a leading operation and reservation technology system for the events and attractions industries, announced today Mark Martorana has joined the company as Senior Vice President of Revenue, starting May 15. Mr. Martorana will report to Nasi Peretz, President of Anchor. The appointment follows Anchor’s announcement in March that it is now an independent division of Hornblower Group, supporting external partners alongside the organization’s business units.

As Anchor’s Senior Vice President of Revenue, Mr. Martorana will lead the company’s expansion of support for external clients, building on a global portfolio that currently ranges from Chicago’s Navy Pier to Bacardi Brand Homes. Mr. Martorana will be responsible for building the company’s sales team and developing global strategies to drive growth as Anchor expands its footprint across multiple industries, including transportation, tours, attractions, and museums. He will also lead Account Management and Client Implementation as Anchor secures new clients, including recently added Maverick Helicopters and Toronto Zoo.

“We are rapidly expanding as more companies recognize the value of Anchor’s services. Mark’s natural leadership, entrepreneurial spirit, and deep experience in the event technology industry make him a perfect fit for this role,” said Mr. Peretz. “With 16 years of experience scaling new business in the events and attractions industries, Mark understands our customers and what they need to succeed. He also has proven success building and scaling talented teams, so we are very excited to have him with us as we grow.”

Prior to joining Anchor, Mr. Martorana co-founded experiential marketing firm Thuzi overseeing the customer-facing side of the business, including Sales, Account Management, Project Management, Creative, and Strategy. Thuzi grew to more than 50 employees over 10 years before a successful exit to Patron Technology. Following the acquisition, he held the roles of Vice President of Sales and Vice President of Attractions at Patron.

“As someone who loves scaling companies from the ground-up and working directly with customers, I am thrilled to join Anchor on its mission to make better ticketing technology available to more companies,” Mr. Martorana said. “It’s an incredibly exciting time to be a part of the company, and I look forward to adding new talent to the team.”

Mr. Martorana is a graduate of Roberts Wesleyan University with a degree in Business Management. He currently resides in Rochester, New York.

## **About Anchor™**

An independent division of Hornblower Group, Anchor is a cloud-based operating system that manages integration of third-party partners. More than a ticketing system, Anchor offers more than 700 features, include dynamic pricing, drag-n-drop reporting, waivers, kiosks, and Salesforce integration. The platform is instrumental in the production of developing centralized solutions that are designed to scale, allowing it to serve companies across wide-ranging industries, from transportation to parks & recreation. Anchor's overall mission is to provide a turnkey solution that will result in reducing overhead, creating additional revenue streams, and most importantly, optimizing the guests experience.

## **About Hornblower Group**

Hornblower Group is a global leader in experiences and transportation. Hornblower Group's corporate businesses are comprised of three premier experience divisions: **American Queen Voyages®**, its overnight cruising division; **City Experiences**, its land and water-based experiences as well as ferry and transportation services; and **Journey Beyond**, Australia's leading experiential travel group. Spanning a 100-year history, Hornblower Group's portfolio of international offerings includes water-based experiences (dining and sightseeing cruises), land-based experiences (walking tours, food tours and excursions), overnight experiences (cruises and railways) and ferry and transportation services. **Hornblower Marine**, a subsidiary of Hornblower Group, provides vessel outhaul and maintenance services at Bridgeport Boatworks in Bridgeport, Connecticut. Additionally, **Anchor Operating System, LLC**, a subsidiary of Hornblower Group and independent entity, provides reservation, ticketing and website integration services for clients in the transportation, tourism and entertainment industries. Today, Hornblower Group's global portfolio covers 114 countries and territories, 125 U.S. cities and serves more than 30 million guests annually. Headquartered in San Francisco, California, Hornblower Group's additional corporate offices reside in Adelaide, Australia; Boston, Massachusetts; Chicago, Illinois; Fort Lauderdale, Florida; London, United Kingdom; New York, New York; Dublin, Ireland; and across Ontario, Canada. For more information visit [hornblowercorp.com](http://hornblowercorp.com).

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