



Rock appoints new Head of E-Commerce and Communications

Following continued expansion throughout 2008, Rock Insurance has appointed Daniela Scannella as Head of E-Commerce and Communications. Daniela will manage online development and increase marketing activities and communication with Rock's existing customer base. In addition, Daniela will drive new business, promoting products such as Rock's recently launched Supplier Failure Cover and an exciting range of complementary products due to launch in early 2009.

Daniela has a strong background in sales, customer service and communication. Prior to joining Rock, Daniela spent more than four years with the XL Leisure Group, initially as General Manager for Aspire Holidays and Excel Holidays before promotion to Sales and Communications Manager for XL Holidays, Freedom Flights & Medlifelhotels.com. Before joining the XL Leisure Group, Daniela spent eight years working with the Specialist Holidays Group.

Commenting on the appointment, Antony Martin, Managing Director of Rock Insurance said: "Daniela has a vast experience of tour operating and has achieved a great deal in her career to date. Considering our prominent position in the UK travel sector, this is an important appointment as Daniela continues to strengthen our understanding of the industry."

For information about Rock Insurance please call 0844 482 0660 or email info@rockinsurance.com.

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