



## PRESS RELEASE

London, United Kingdom

June, 2024

Ralph de Klijn and Johan Halvarsson have united their knowledge to address the growing demand for consultancy services. Since its inception in October 2021, iStrive Ltd. forged strategic partnerships with industry experts and private equity firms.

Boasting over 50 years of combined experience, de Klijn and Halvarsson bring unparalleled expertise to iStrive. Their comprehensive suite of services includes startup support, construction, guest experience design, restructuring, dry-docks, operation optimisation, furnishings, supply chain management, and more.

Ralph de Klijn, founder of iStrive, has an illustrious background with leading brands such as Silversea, Seabourn, Regent Seven Seas, and Viking Cruises. Commenting on the partnership, de Klijn stated, "At iStrive, our mission is to revolutionize and support the cruise and resort industry with exceptional consultancy services that foster innovation and excellence. Collaborating with Johan Halvarsson enhances our ability to understand and exceed the expectations of the travel and hospitality sector. We are excited to expand our capabilities and deliver unparalleled value to our clients worldwide, connecting the dots."

Johan Halvarsson, with a distinguished 27-year career in the hospitality industry, previously served as Brand Performance Director for MSC and led a Caribbean resort group, overseeing its rebuild and initiated a hospitality training program that was funded and backed by the world bank as part of a income support training program after Hurricane Irma and Maria. At iStrive, Halvarsson aims to leverage his extensive experience to elevate customer experiences, increase market share, optimize supply chains, and boost client revenues.

iStrive tailors' solutions to the needs in the cruise and resort sectors. As long-term partners, short-term support, or ongoing consulting. With offices in London and Stockholm, iStrive Ltd. is well positioned to offer management services on a global scale.

The partnership between Ralph de Klijn and Johan Halvarsson heralds a new era for iStrive Ltd., setting new benchmarks of excellence in maritime, cruise, hotel and resort consultancy.

For media inquiries or further information, please contact: [inquiries@istrive.info](mailto:inquiries@istrive.info)



+44 7950 352 503

+46 724 539 661



41 Oathall Road  
RH16 3EG Haywards Heath  
West Sussex, UK



Ralph@istrive.info

Johan@iStrive.info