



Founder Bio



Alister Punton

Alister Punton is a principal founder of Storylines, bringing more than 20 years of experience in business planning and strategy to the expanding residential ship market. He has developed businesses and solutions for a diverse section of global markets including real estate property development, import and distribution, and software product development.

During Alister's career building and growing startups, he has brought products from concept to profit, managed systems development procedures, and developed an import and distribution business in the construction sector. During his time managing distressed small businesses, he

overhauled sales processes by developing integrated sales platforms and job workflow systems, resulting in tripled revenue. Alister’s experience with real estate and software technology resulted in combining these skills to develop a fully integrated SaaS property product.

Alister oversees the development of the lifestyle side of the Storylines brand. As the consumer face of the residential cruise ship community, he prides himself as being approachable by the community and considers each new resident a friend. He is passionate about making this truly unique lifestyle more accessible to a diverse range of people who dream of traveling the world from the comfort of home. He believes this opportunity enables them to live happier, healthier and longer lives.

“This is a once in a lifetime opportunity for many of our residents,” Alister said. “They are thrilled to have found an accessible and sustainable global residence that travels the world.”

Outside of Storylines, Alister spends time with his wife and young sons, is a founding board member of Prepared for Life - a charity focused on young driver training and road safety, and he is on the board of directors at Monarc Global, an aviation software company.

