

N e w s R e l e a s e

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Seldén Mast strengthens sales team to support growth

Gosport based Seldén Mast Ltd has strengthened its sales team with four new appointments to support its recent growth and to expand the sales of its spars, deck hardware, and furling systems into new markets.

Steve Norbury, Managing Director at Seldén Mast Ltd, comments: “It is a truly exciting time at Seldén as the business expands and we move into new markets and territories. I’m delighted to welcome our new team members, each chosen for their industry or role specific experience, who’ll be helping to drive this growth even further.”

Account Manager – UK Aftermarket

Supporting Seldén’s network of distributors and dealers in the UK, James Harley takes on the role of Account Manager responsible for the UK aftermarket.

Joining Seldén with seven years marine industry experience, James has previously worked as an Account Manager and an Area Sales manager in the sector, including time spent at other well-known marine equipment manufacturers.

Having worked extensively with both distributors and manufacturers in the marine leisure market, James’ established customer relationships and product knowledge make him ideally suited to his new position.

“I’m very pleased to be working with Seldén Mast, such a well-known and respected brand in the industry,” says James.

“The welcome I have received from the team has been fantastic and I’m excited to be joining them to work with existing and new customers within the UK aftermarket to help the company grow and succeed.”

Account Manager – OEM

With 20 years sales experience in the electronics manufacturing sector, Nigel Palmer joins Seldén as an Account Manager with focus on OEM sales.

Returning to the marine industry where he started his career building aluminium masts before moving into technical sales, Nigel is responsible for Seldén's OEM customers, including luxury yacht brands Oyster Yachts and Swan.

A keen sailor, Nigel comments: "Selden Mast is the global leader in mast design and manufacture for a vast range of boats which makes this position hugely interesting and also extremely challenging as the level of expectation for customer service is very high.

"I feel very lucky to be able to use my many years of experience in technical sales in a sport that I am passionate about."

Account Manager – Dinghy Export

Focusing on the dinghy side of the business, Martin Lown joins Seldén's growing sales team as Dinghy Export Account Manager.

Sailing from an early age before moving into dinghy racing and instruction, Martin has been working in the marine industry since 2010, including running an RYA training centre in Dubai and five years as the General Manager of a yacht training school in the UK.

In his new role, Martin will be responsible for sales, logistics and customer service for Seldén's dinghy customers worldwide.

"I am truly delighted to join a world-renowned sailing brand combining my passion and career," says Martin. "I look forward to working with, and growing, my accounts and being part of the Seldén team."

Sales Coordinator

Complementing the team and providing comprehensive administrative support is new Sales Coordinator Klevisa Gjonaj.

With almost a decade of marine industry experience, primarily from customer facing roles within the yacht charter market, Klevisa is responsible for fielding customer service enquiries and processing sales orders.

"I am delighted and thrilled to be joining Seldén, a world-leading company with a forward-thinking approach," says Klevisa. "I eagerly anticipate contributing to the team's progress and growth as we work together to achieve even greater success."

Ends

Notes to editors

High res images are available online at <https://maa.agency/media-centre>

About Seldén Mast Ltd

- Seldén Mast Ltd is the UK subsidiary of the Seldén Group, with facilities for manufacturing carbon, dinghy and custom yacht spars.
- The company is the world leader in dinghy spars, with more races won with Seldén spars than any other brand.
- Working in partnership with large OEM dinghy builders, Seldén Mast Ltd designs and manufactures complete kits of parts for boats.
- Seldén Mast Ltd manufactures custom yacht spars for some of the world's most prestigious brands. The design department combined with the state-of-the-art fabrication facilities (for both carbon and aluminium masts) allows Seldén Mast Ltd to customise the standard yacht product to the higher levels of quality and functionality required by the world's most exclusive yacht builders.
- For more information on Seldén Mast visit <http://www.seldenmast.com>

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