

N e w s R e l e a s e

For immediate release

14 December 2023

Sanlorenzo Yachts UK expands sales and marketing team

Building on its recent success, Sanlorenzo Yachts UK has expanded its sales and marketing team with two new appointments.

Susannah Hart joins as Marketing Manager, while Sales Broker Jasper Walden strengthens the award-winning sales team at the UK office of the luxury Italian yacht brand, which is part of the Ancasta Group.

With 15 years marine industry experience across multiple sectors including manufacturing, marina management, charter and membership sailing, Susannah brings a wealth of marketing and communications expertise to her new role having spent the last five years at leading marine marketing agency, MAA.

“I am thrilled to be joining the dynamic team at Sanlorenzo Yachts UK to look after all aspects of marketing, building on the fantastic work that has already been done to promote this truly innovative and boundary breaking yacht brand in the UK,” says Susannah.

Having worked in the superyacht industry for almost a decade on yachts ranging from 24 to 115-metres, Jasper uses his enthusiasm for the sector and expert knowledge to complement the existing sales team based in Swanwick, on the banks of the River Hamble.

With sales experience garnered from a passion for buying and selling art, coupled with impeccable customer service skills, Jasper is ideally suited to his new role where he will be supporting clients through the whole sales cycle, from initial enquiry and model selection to the build and customisation process.

Nick Hatfield, Sales Manager at Sanlorenzo Yachts UK, comments: “We’re delighted to welcome Susannah and Jasper onboard at such an exciting time for the company. They each bring unique skills and experience to their new roles which will enable us to build on our recent sales success and strengthen our relationship with the iconic Sanlorenzo shipyard.”

Sanlorenzo’s portfolio comprises multiple ranges of skilfully crafted yachts, from the streamlined, elegant and well-balanced planing SL Yacht range to the semi-displacement SD fleet (28 to 38-metres in length), which draws design inspiration from the transatlantic liners of the 1930s.

Offering true onboard customisation, a Sanlorenzo yacht is the ideal vessel for sophisticated, contemporary owners wishing to tailor their yachts to their own specific tastes and requirements.

For more information on Sanlorenzo UK and the Sanlorenzo range visit <https://sanlorenzoyachts.co.uk>

SANLORENZO



maa.
marine | design pr media digital

Ends

Notes to editors

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

About Sanlorenzo UK

- Sanlorenzo UK is owned by the Ancasta Group.
- Sanlorenzo UK is the sole dealer in the UK and Ireland for Sanlorenzo Yachts, and Bluegame – a brand of Sanlorenzo.
- Sanlorenzo UK is based on the River Hamble at Swanwick Marina.
- For more information on Sanlorenzo UK visit <https://sanlorenzoyachts.co.uk>

Media enquiries via MAA: Mike Shepherd – mike@maa.agency, tel: 023 9252 2044