

N e w s R e l e a s e

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Seldén Mast announces three key appointments amid expansion

Seldén Mast, a world leader in the design and manufacturing of yacht masts, rigging and related systems, is delighted to announce three pivotal appointments to its team. These new additions bring a wealth of knowledge and experience in sailing and marine industries, reinforcing Seldén’s commitment to innovation, service and global growth.

Andrew Tarboton – Technical Account Manager

Originally from South Africa, Andrew Tarboton joins Seldén Mast as a Technical Account Manager, bringing with him a wealth of experience gained during his 15-year career in the marine industry.

Since relocating to the UK in 2011, Andrew has successfully balanced his professional life with an impressive sailing career, which reached its pinnacle this January when he won gold at the 2025 Musto Skiff World Championships held in Sydney, Australia. Competing against 36 elite sailors, including past world champions and Olympians, Andrew emerged victorious, cementing his reputation as a top-tier athlete.

Inspired by Seldén’s strong reputation in the marine industry, Andrew joined the company before Christmas, eager to bring his technical expertise and hands-on knowledge of sailing to his new role.

His background as a sailmaker, running various sail lofts along the UK’s south coast, has provided him with an in-depth understanding of how rigs and sails work together. Combined with his mechanical engineering studies, Andrew’s skillset makes him uniquely suited to meet the needs of Seldén’s clients.

“I hold Seldén in very high regard and am excited to join a company that shares my passion for sailing,” says Andrew. “In my role, I aim to provide a personal point of contact for every account I manage while contributing to Seldén’s continued success in any way I can.”

Zoe Whittaker – Aftersales Manager

In the newly created role of Aftersales Manager, Zoe Whittaker will oversee warranty and aftersales enquiries, while also managing key accounts for Seldén’s dinghy, keelboat and yacht product. A lifelong sailor who grew up on the UK’s East Coast, Zoe brings a deep understanding of the sailing community and the needs of customers.

Zoe has raced and cruised a wide variety of boats, from small dinghies like Toppers to 82-foot ocean cruisers. She has competed with the Victory Class in Portsmouth Harbour, raced in Cowes Week and taken part in numerous offshore adventures on Contessa 32s and other yachts. Her passion for sailing is matched by her technical knowledge and organisational skills, honed through her studies in geology at the University of Portsmouth and her work in the marine industry.

“Working at Seldén is a dream come true,” says Zoe. “I’ve always wanted to contribute to a respected and established company in the marine industry, and I’m excited to make a difference in this new role.”

Cath Hough – Sales Coordinator

With over 15 years of experience in the marine industry, Cath Hough joins Seldén Mast as a Sales Coordinator. In this role, she will provide administrative support, handle customer service enquiries and process sales orders, ensuring the smooth operation of Seldén’s sales activities.

Cath’s extensive marine background includes running sailing centres in Dubai, Malta and China, where she developed a strong understanding of the global sailing community. She is also an active sailor, racing RS Aeros at the Lee-on-the-Solent Sailing Club on the UK’s South Coast.

“I am delighted to join Seldén, combining my passion for sailing with my career,” says Cath. “I look forward to working with the team as we progress and grow and hope to contribute to their continued success.”

These three appointments signal Seldén Mast’s ambition to grow and innovate, even amid challenges in the broader marine sector. With Andrew, Zoe and Cath on board, the company is poised to strengthen its service offerings and deepen its connections within the global sailing community.

Rich Thoroughgood, Managing Director at Seldén Mast, shares his enthusiasm about the appointments: “We are thrilled to welcome Andrew, Zoe and Cath to the Seldén family. Their combined expertise, professionalism and passion for sailing is already playing a key role in supporting our vision for an enhanced customer experience.

“Each of them brings a unique perspective that will help us deliver even greater value to our customers while driving Seldén’s reputation as a leader in the marine industry.”

To learn more about Seldén Mast and their industry-leading products and services, visit www.seldenmast.com.

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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 www.seldenmast.com

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