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Quintessence Yachts: Peter Van Rooy appointed as Marketing and Business Development Director

Quintessence Yachts is pleased to announce the appointment of Peter Van Rooy as Director, Marketing and Business Development. Peter will be enhancing the AM37 worldwide penetration, while strengthening the positioning of Quintessence Yachts in the luxury yachting industry.

With the AM37 world debut in Monaco last September, Quintessence Yachts established itself as innovative, high-end manufacturer of the first Aston Martin powerboat, a true revolution in the yachting world. Yet, Quintessence Yachts mission is to innovate also in the way the AM37 is brought to the market, in line with Aston Martin's guidelines.

The contemporary marketing strategy also includes state of the art technologies and meaningful brand experiences, which are part of Quintessence Yachts' unique proposition. *"Our strategy is to put our client at the centre of all our activities, and that is why the marketing role within the team is crucial. One of the most interesting aspect of the AM37 is the cross-fertilization between the automotive and the yachting worlds - said Mariella Mengozzi, Quintessence Yachts CEO – with Peter's automotive background, the team now oversees both environments, complementing each other's competence."*

Peter Van Rooy gained his experience in the luxury market at Spyker, as Head of Global Sales and member of the management team, and more recently in commercial space with XCOR Space Expeditions, where he was responsible for the global network of Space Agents, business development and the acquisition of corporate accounts.

About Quintessence

Yachts Headquartered in the Netherlands, Quintessence Yachts was founded with the mission to offer highly exclusive maritime experiences in terms of style, performance and design. The goal is to provide the best solutions with excellent materials and advanced technologies.

To enhance the British DNA of the AM37, the very first Aston Martin powerboat, the company settled a shipyard facility in the UK near Southampton. The company proudly employs a multi-cultural management team with extensive experience within the luxury, yachting and automotive industries.

At the end of September, 2016 Quintessence Yachts launched the AM37 powerboat, one of the most innovative luxury yachts on the market today and a true reflection of Aston Martin's DNA in terms of its beauty, power and soul.

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