


 DATA 1 DECEMBER	 COUNTRY US	 CATEGORY NAUTICAL	 UMV 420
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YACHTNEWS

PETER VAN ROOY APPOINTED AS QUINTESSENCE YACHTS MARKETING AND BUSINESS DEVELOPMENT DIRECTOR



Quintessence Yachts has recently announced the appointment of Peter Van Rooy as Marketing and Business Development Director.



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.

Quintessence Yachts mission is to innovate also in the way the AM37 is brought to the market, in line with Aston Martin's guidelines.

“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 expeditions with XCOR Space Expeditions, where he was responsible for the global network of Space agents, business development and the acquisition of corporate accounts.

www.quintessenceyachts.com