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*Yachting*

# Yacht firm makes key appointment



Quintessence Yachts has appointed Peter Van Rooy as its Director, Marketing and Business Development.

Peter will be responsible for marketing the company's new Aston Martin powerboat, the AM37, worldwide while strengthening Quintessence Yachts' position in the luxury yachting industry.

The AM37 made its world debut in Monaco last September.

The marketing strategy 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-fertilisation 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 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.

Headquartered in the Netherlands, Quintessence Yachts was founded with the mission to offer highly exclusive maritime experiences in terms of style, performance and design

To enhance its British DNA, the AM37 was built at a shipyard facility in the UK near Southampton.