



Press Release:

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For immediate release

Climbing the ladder (not walking the plank!) as Yachting Pages announces staff promotions

It's all hands on deck at Yachting Pages this month, with the 2013-2014 superyacht directories going to print and several staff receiving well-earned promotions for their incredibly hard work over the last 12 months.

Michelle Williams, former digital marketing executive, has now been elevated to website and digital marketing manager, thanks in no small part to her sterling web development work with the company's flagship website Yachtingpages.com.

Michelle said, "I'm thrilled. At Yachting Pages I've worked my way up from on-the-ground surveying at boat shows and events to dealing with in-house print and digital marketing campaigns. For several months now I've been spearheading our website upgrade project – the results of which will be unveiled in a few short months.

"Key challenges for 2013 include doubling our web visitors as we did from 2011 to 2012, increasing income from our website, and ensuring that our new and upgraded site is as user-friendly as possible for browsing customers and advertisers alike. We want to retain and safeguard our standing as the industry's leading superyacht search engine."

Also in the marketing department, Joanna Palmer (who recently rejoined Yachting Pages as marketing project manager) has now stepped sideways into the shoes of marketing product manager. Jo is now at the helm of the brand new and upcoming Yachting Pages Refit guide.

Jo said, "It quickly became obvious to us all that with so many new products in the pipeline, a dedicated product manager was needed to oversee the introduction of each. Yachting Pages Refit will be the industry's first guide to gather the majority of the world's refit-capable shipyards into one volume. We're all looking forward to the launch at the prestigious Monaco Yacht Show this autumn."

With Italy's superyacht scene in mind, Yachting Pages has now recruited a second Italian sales executive, Giulia Gandolfi, and also officially welcomes fellow Italian Claudio Cimini to the team as a permanent, full-time member of the sales team.

Claudio, who celebrated by treating the entire office to his legendary tiramisu desert (with a hint of dark rum), said, "I've made some strong sales in recent months and have full confidence in the year ahead. I know my target market inside out and, along with Giulia, aim to increase Yachting Pages' market share in Italy, attending as many shows and events as possible."



Also in the sales department, Francis Carter joins Yachting Pages' longest-serving and consistently top selling salesperson, Jessica Pegg, as a sales team leader. Both are now working to develop a smaller group of colleagues as the Yachting Pages sales team continues to grow.

Francis said, "I've been in sales and promotions throughout my professional life and felt completely at home as soon as I joined Yachting Pages. I thrive at the shows as I love conducting business face to face, meeting people with whom I've only ever exchanged phone calls or emails is very satisfying.

"Along with Jess, I'm really looking forward to developing our burgeoning teams as the year goes on, and to meeting clients old and new at the forthcoming Antibes Yacht Show."

Yachting Pages is always keen to receive speculative resumés, CVs and applications for sales positions. Applications from those with one or more European language (Italian, French, Spanish) and available for extensive international travel are particularly welcome to apply.

With the 2013-2014 Yachting Pages now going to print, the focus shifts to the superyacht media group's other key products, the Superyacht Owners' Guide (SYOG) and Yachting Pages Refit, both due out in autumn 2013.

For information on any of Yachting Pages' superyacht products, email marketing@yachtingpages.com today.

For further information about Yachting Pages, visit www.yachting-pages.com.



Notes to Editors

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Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To find a local stockist or request a free copy, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

Yachting Pages Delivers

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: simon.brooks@yachtingpages.com or call +33 610 58 18 39.

Superyacht Owners' Guide (SYOG)

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.