



## **COUACH YACHTS ANNOUNCES MORE GROWTH DURING LANDMARK YEAR**

- New appointments for Commercial Director and Agency Director
- Growing focus on marketing and communications
- New office in French Riviera's Golfe Juan yachting hub

French custom-yacht builder Couach Yachts has announced a number of new appointments in its sales and marketing divisions, in addition to the opening of a new Côte d'Azur office in Golfe Juan. The announcement follows a number of developments for the company over the last 12 months, as a part of its long-term strategy for growth.

Couach has hired a Commercial Director and supporting Agency Director in two key roles that will both enhance the new customer experience as well as improve long-term relationships with its client base. To support its sales team, Couach's marketing department is also demonstrating new growth.

### **NEW GROWTH FOR SALES TEAM**

Mauricio Weiszberger joined the Couach team as Commercial Director at the start of the year. He has spent the last two decades in the luxury yachting business, including gaining operational experience in the deck and engineering departments on superyachts, followed by a role as construction operations manager on new build projects.

Before joining Couach, Weiszberger worked for a decade as an after-sales manager at a yacht builder for vessels between 20 and 60 metres, making his combination of operational and commercial experience a perfect fit for the new role at Couach. Born in Chile, Weiszberger speaks four languages, including English, Spanish, French and Italian.

In a newly developed, client-facing role at the company's recently opened Golfe Juan office, Edward Mortleman will be taking the company into new territory for customer service as Couach's Agency Director, at the service of yacht owners, brokers and captains.

Having grown up on the water, Mortleman's parents owned and ran a charter yacht, so from his teenage years he assisted in operations as crew. His professional yachting career has subsequently included work as a crew recruiter as well as an office manager for commercial operations of shipyards.

### **EXPRESSING A NEW EVOLUTION THROUGH COMMUNICATIONS**

Over a year and a half at Couach Yachts, Camille Pinel has worked closely with senior management, in particular with CEO Walter Ceglia, to forge a new direction of growth and development for Couach yachts department. She has stepped up into the role of Marketing & Communications Manager, with the responsibility of expressing the evolving vision of the company to the world.

Pinel grew up in the maritime environment, having spent her youth in the Middle East, where her father worked in construction for the naval and the commercial marine industries. After extensive global travel and gaining a masters in International Management of Marketing and



Communications in France, she joined Couach in 2016. Her objective is to develop the Couach brand and augment the customer experience through fresh marketing practices, providing strong support to the growing commercial team.

Walter Ceglia, CEO of Couach Yachts, commented on the announcements: "I am thrilled to welcome Mauricio and Edward into the tight-knit team at Couach Yachts. Their experience and knowledge in the business is outstanding, and their enthusiasm and professional approach are perfectly in line with our yard's Arcachon-based team. Our new office in Golfe Juan is located at the global heart of luxury yachting, offering convenience and practicality for our customer base, whether existing or new clients. After the new appointments and new ranges announced over the last 12 months, as well as our revamped communications strategy led by the highly capable Camille, we are entering an even more exciting time for Couach Yachts."

### **A STRONG START TO THE YEAR**

This year Couach is celebrating its 120th anniversary, and it has already been a busy start to the year for the yacht builder. In recent months, Couach has delivered the fifth unit of its 23-metre 2300 FLY model and the fully-custom 44.8-metre 4400 FAST FLY, as well as revealed designs for a reimagined 37-metre 3700 Sport model.

### **ABOUT CHANTIER NAVAL COUACH**

#### **120 YEARS OF FRENCH SHIPBUILDING HISTORY, SAVOIR-FAIRE and FRENCH LUXURY**

*Heir from Couach family passion for navigation, the Girondin shipbuilder is today, one of the oldest French shipyards. The values that Couach has held over its 120 years of history have transcended time and engrained in its DNA.*

*Since 1897, Couach perpetuates the nautical tradition and has led the shipyard to excellence. This can be seen in the yard's greatest respect for French luxury practices, which are realised in its "taylor-made" luxury yachts. Teaming up with international Navies and Governments, Couach also proposes military and professional vessels, well-known for their performance.*

*Authenticity of craftsmanship and incomparable performance are the exceptional Couach trademarks. From 11 metres in length up to 50 metres, these vessels fully constructed in composite materials, have always been created hand in hand with our customers.*

*Today, Couach is a brand that aims for the perfect balance between authenticity and modernism.*

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