



Sander Gesink has been appointed the new Marketing Director for VETUS, Smartgyro and Flexofold

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Sander Gesink Appointed Marketing Director to Build VETUS, Smartgyro and Flexofold Brands

The creator of boat systems, VETUS, has announced the appointment of Sander Gesink as the new Marketing Director for the brands VETUS, Smartgyro and Flexofold.

Effective from July 1st, Sander will leave his four-year role as Global Marketing Manager for YANMAR Marine International (YMI) to head the strategy to further build the market presence and brand awareness for the

three key YANMAR companies.

The appointment of the experienced specialist from within the YANMAR Recreational Business Unit will create a strengthened marketing focus and drive the ambitious growth plans of VETUS, propeller specialist Flexofold and gyroscopic stabilization technology leader Smartgyro.

Sander will initially be supported by Thijs Boegheim, VETUS Sales Director EMEA, within the new YANMAR marine business group marketing set-up. The current Digital Marketing Manager for VETUS, Babette van Waes, will leave the company to pursue other career opportunities.

Marcel Borsboom, CEO, VETUS, said: “With his successful 20-year track record in marketing and accomplishments for the YANMAR brand since 2017, we are confident that Sander has the right vision to raise the names of VETUS, Smartgyro and Flexofold to even higher levels. We have already collaborated on various YANMAR-VETUS marketing projects and jointly created several exceptional campaigns. We consider this appointment a sign of our commitment to achieve strong growth for these three leading brands by utilizing all of today’s marketing tools. We would like to thank Babette for her valuable contribution to VETUS and her role in developing the marketing capabilities over the last ten years.”

Sander will be based in the VETUS office in Schiedam, the Netherlands.

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About VETUS – *The Creator of Boat Systems*

VETUS is an internationally-renowned developer and manufacturer of complete marine product systems ☒ including engines, generators, bow thrusters and control panels ☒ for recreational craft and small commercial vessels. VETUS prides itself on innovation and the majority of the 4,000 products it supplies are part or wholly designed by its in-house engineers. Founded in 1964, VETUS has its headquarters near Rotterdam, in the Netherlands, as well as subsidiaries in 16 other countries and a worldwide distribution and service network.

All products marketed by VETUS are part of a complete system, with any connecting components also available for ease of use. VETUS strives to ensure everything it supplies is as simple to install and maintain as possible, to make life on the water more enjoyable for its customers.