



**COVER STORY**  
/ JAMES HENDERSON OF FERRETTI AMERICAS /

Ferretti Navetta 26  
Upper Dinette



Ferretti 960



Ferretti Navetta 26  
Upper Exterior Deck



Ferretti Navetta 26



James Henderson

# EXPAT AT THE HELM

BY CANDACE BOGGAN

FERRETTI GROUP  
DOMINATES WITH EXPAT  
PRESIDENT AND CEO  
**JAMES HENDERSON**  
AT THE HELM OF THE  
AMERICAS SHIP



Ferretti 870 Deck



Ferretti 870



Ferretti Navetta 26  
Owner Room



Ferretti 870 Room



Ferretti 870  
Dining and Living Area

PHOTOGRAPHY BY CHARLIE CLARK;  
IMAGES COURTESY OF FERRETTI

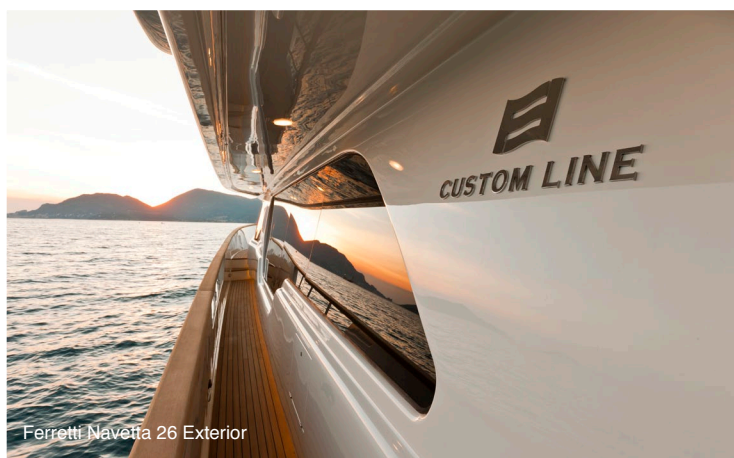




James Henderson



Ferretti Navetta 26 Deck



Ferretti Navetta 26 Exterior



Ferretti 870 Helm

in various industry sectors throughout the world. His impressive résumé is what led the Chairman of Ferretti Group to recruit him to the organization just four years ago. It's no surprise that within this limited amount of time, James has driven growth of the American business by 20-30% per year since 2010. Ferretti Group America has opened new offices in the last 12 months in California, Brazil, Mexico City, Canada and Puerto Rico. James attributes this vast expansion to the investment made in “the infrastructure, the creation of the direct retail market, and the breadth of the portfolio which offers different functional products”. They currently house \$19 million worth of inventory in the Fort Lauderdale office/marina. Roughly 40% of their annual sales are to repeat customers who encounter an “exceptional service experience,” James noted. He believes the quality of product, coupled with the award-winning service is what draws yacht owners in and keeps them loyal clients; Ferretti Group offers a “beautifully crafted Italian product, built by the best engineers in the world, paired with an American style of service and support”. They have an After-Sale Service and Customer Support team that is second to none in America.

As President and CEO, James leads the way in modeling a mindset of stellar customer experience, and it's evident that his entire staff has followed suit. As our conversation progressed, I inquired about the future. James suggested they intend to enhance growth “geographically, through the extension of services, and by way of getting more boats to market”. One of those new ways is by the addition of charter services. This will allow interested prospects the opportunity to partake in the full Ferretti experience, prior to making a purchase.

James and Ferretti are the perfect marriage. After meeting with him, it wasn't difficult to understand how he's managed to execute such an astounding feat so quickly. Not only is he highly intelligent, focused,



James Henderson

knowledgeable and personable, but also it was obvious that he takes pride in the product that he represents, and the care and service that Ferretti Group provides.

He personally takes the time to meet every new customer and is thrilled at the idea of hearing the “amazing stories” of Ferretti patrons. Despite James' vast experience and extensive travels, I could detect a truly genuine, down-to-earth spirit and humble attitude – something quite rare to find in a leader who's managed to achieve his level of success.

Ferretti Group is comprised of eight brands: Ferretti, Ferretti Custom Line, Mochi Craft, Riva, Pershing, Bertram, Itama and CRN. During my time at the indoor/outdoor marina and showroom in Ft. Lauderdale, Florida, I spent time aboard the Ferretti 870 Yacht, Ferretti 960 Yacht and Ferretti Navetta 26 m, which is part of the Custom Line. The vessels' exquisite lines, posh fixtures and elegant amenities would rival any direct or indirect competitor. Their salons, flybridges, cockpits, decks and cabins

are beyond spacious. They are well-designed and tastefully furnished. Not a single detail has gone unnoticed in their production. Earth-tone accents flow throughout, with the likes of leather walls, marble floors, walnut-stained natural oak cabinets, shelves, drawers, window frames and doors, and plush carpet, with contemporary heads (bathrooms) and galleys (kitchens) that grace these remarkable pieces of engineering.

Soundproof, multi-layer bulwarks are installed, as well as retractable shades for privacy, hidden TVs and aft sundecks to accommodate top-notch entertaining – fitted for Jacuzzis, bars and grills. The vessels offer an astonishing amount of storage on board, with deep walk-in closets in the master, and gorgeous master en suites. Even the crew quarters are above modest in comparison to most. Captains too will be comfortable with their en suite, and accessibility in being able to navigate from both in and out of the cockpit, because of exterior controls. The number of offerings would require a full page alone. Buyers also have the option of adding and altering finishes to their liking.

As Ferretti has proven, when you pair an upscale brand with a comparable leader, you can ensure growth and sustainability for the duration, and it's crystal clear that the future of luxury Italian vessels in the Americas is as bright as the Florida sun. ■

Many would agree that U.K.-born James Henderson has mastered the art of expat living. He's had the privilege of residing and working in more countries than most could ever imagine touring in a lifetime. His list of past residences includes the U.K., Australia, Hong Kong, Switzerland, Malaysia, Singapore, and now the United States. When asked which country was his favorite, James couldn't imagine selecting just one. He did, however, share what he appreciated most about a few of them: He recalled the “balance and quality of life” that he felt Australia provided him. He treasured the “clean, high standard of living” in Switzerland, and its centralized location in Europe, which enabled him to “get to anywhere within two hours”. He recaptured his decision early on to relocate to Hong Kong, like many others who were in search of something greater – so that he could “experience living in Asia”.

When it came to addressing the U.S., it was clear that James values the “tremendous opportunity and diversity” found there, stating that “you're judged by *who* you are, not *where* you have come from”. Of all the states, California is James' favorite. This may have something to do with how he spends his leisure time when in Los Angeles. At least once a quarter he ventures in that direction to fly his restored, vintage 1950 Cessna 140A. Now residing in the Miami

area, James is adapting to the different pace of life in South Florida. He's intrigued by the “international element” of the city and is learning more about the Latin culture each day, and is reveling in it.

Born in the U.K. in the small town of Hexham, Northumberland, James is the ideal choice to catapult the sophisticated Ferretti brand ([www.ferretti.com](http://www.ferretti.com); [www.ferrettigroupamerica.com](http://www.ferrettigroupamerica.com)) to the forefront of luxury vessels in the Americas market. His long list of accomplishments includes an internship with BP in London, studies in Management Administration, and a lucrative career as a consultant within a few different industries: in management in Australia, in consumer goods in Switzerland, and in luxury goods throughout Asia Pacific, while the right-hand man to the CEO.

During his time in luxury goods, James traveled to a number of countries, including Japan, Korea, Vietnam, Philippines, China, Taiwan and Thailand. James also spent time previously working in Europe for the Red Bull Sauber Petronas Formula One team, from 1997-2001, and even managed to carve out time to obtain his MBA at the prestigious IMD Business School in Lausanne, Switzerland in 2001, where he was in a class of 90 students of 37 different nationalities.

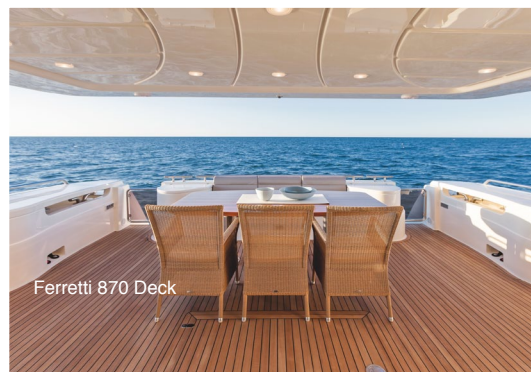
Over the course of his professional tenure, before his Ferretti days, James worked to restructure and turn organizations around



Ferretti 960 Dinette



Ferretti 870 Bedroom



Ferretti 870 Deck

LEFT PAGE AND THIS PAGE PHOTOGRAPHY BY CHARLIE CLARK. IMAGES COURTESY OF FERRETTI