

**N e w s   R e l e a s e**  
**For immediate release**  
**12 November 2025**

## **Sanlorenzo Yachts UK expands sales team to support continued growth**

Building on a year of remarkable success, Sanlorenzo Yachts UK is delighted to announce the expansion of its sales team with the appointment of Geraint Skuse as Sales Broker - a strategic internal promotion designed to strengthen the company's position and support its ambitious growth plans for 2026 and beyond.

As part of the Ancasta Group, Sanlorenzo Yachts UK has seen significant momentum across both the Sanlorenzo and Bluegame brands in recent years. Geraint's appointment represents a natural progression in his 16-year career within the Group, where he has consistently delivered exceptional results, cultivated long-term client relationships, and upheld the highest standards of customer service.

"With nearly three decades of experience in yacht sales across the marine industry, Geraint brings a wealth of expertise, insight, and professionalism to our growing team," says Nick Hatfield, Managing Director at Sanlorenzo Yachts UK.

"His in-depth understanding of both the luxury yacht market and the client journey will be invaluable as we continue to expand. With the upcoming opening of our new London showroom on Park Lane, this is a pivotal moment for the business, and having Geraint on board demonstrates our continued investment in delivering an unparalleled purchase and ownership experience."

Throughout his career with Ancasta, Geraint has worked extensively across new and pre-owned motor yacht sales, supporting discerning clients through every stage of their yacht buying journey.

In his new role, he will represent the Sanlorenzo range of made-to-measure yachts and the innovative Bluegame fleet, guiding clients from their first enquiry and model selection through to the highly collaborative build and co-creation process for which the Italian shipyards are renowned.

"I'm thrilled to be joining Sanlorenzo Yachts UK at such an exciting time for the company," says Geraint. "I've been privileged to work with some outstanding brands over the years, but the craftsmanship, innovation, and design of Sanlorenzo and Bluegame are truly unmatched. I look forward to helping clients realise their vision and experience these extraordinary yachts."

Nick Griffith, Managing Director of the Ancasta Group, adds: "Geraint's transition to Sanlorenzo Yachts UK underscores our commitment to recognising and promoting talent from within. We are dedicated to nurturing our people and providing clear pathways for career development across the Group's diverse portfolio of companies.

This approach ensures that our collective expertise and experience continue to grow, benefitting customers across every element of our new boat sales, brokerage, and aftersales service network.”

Geraint officially took up his new position on 3 November 2025.

### **Further Recruitment and Expansion**

As part of its ongoing growth strategy, Sanlorenzo Yachts UK is also recruiting a senior sales broker with experience in the large yacht sector of 30-metre plus, to join the new London showroom on Park Lane. Meanwhile, Ancasta seeks to continue to strengthen its UK sales network with additional brokers required in the Port Hamble, Port Solent, and Noss on Dart offices.

For more information on Sanlorenzo Yachts UK visit: <https://sanlorenzoyachts.co.uk>

For more information on the Ancasta Group visit: <https://ancasta.com>