

PRESS RELEASE

Saxdor Yachts appoints Don Smith as President of Sales for the Americas

Helsinki, Finland – January 7th, 2026 – Saxdor Yachts is pleased to announce the appointment of Don Smith as President of Sales for the Americas, effective January 1, 2026. This strategic leadership addition reflects Saxdor’s continued commitment to strengthening its global presence and accelerating growth across one of the world’s most influential marine markets.

With more than 40 years of executive experience in the marine sector, Don Smith brings a strong track record in sales leadership, dealer network development, and market expansion. Throughout his career, he has held senior positions at some of the industry’s most respected companies, including Groupe Beneteau, Brunswick, Regal Marine, MarineMax, and Galati Yacht Sales.

Don’s extensive knowledge and industry insight will be instrumental as he leads Saxdor’s commercial operations and grows the brand’s product presence and development strategy across the Americas, with a focus on further strengthening the company’s distribution network and expanding market reach.

“Don’s leadership and deep industry expertise make him the ideal choice to accelerate Saxdor’s growth in the Americas,” said Aki Juhakorpi, Chief Commercial Officer of Saxdor Yachts. “We’re excited to welcome him to the team.”

Don Smith’s appointment supports Saxdor’s next phase of development in the Americas, as the company prepares to expand its product offering and build on the strong momentum already established in the region.

About Saxdor Yachts

Founded in 2019, Saxdor Yachts is Europe’s fastest-growing boat brand, redefining what it means to own and enjoy a boat. Renowned for its exceptional design, craftsmanship, and performance, Saxdor offers a versatile fleet ranging from 20 to 40+-foot models, with exciting larger models on the horizon.

Saxdor has built a reputation for making boating more enjoyable to own, pioneering smarter, more intuitive boating experiences through advanced technology and AI. Key innovations include Saxdor AI, the industry’s first AI-powered co-skipper, and the Digital Showroom, an immersive platform that allows customers to explore and configure boats in a realistic virtual environment.

Since delivering its first boat in 2020, Saxdor has produced 9 models with an annual volume of around 700 boats and a growing workforce of 1,000 professionals. The dealer network spans five continents and 150 locations.

Headquartered in Helsinki, Finland, and operating a shipyard in Elk, Poland, and production facilities in Larsmo, Finland, the company also invests in industry talent through the Saxdor Academy, providing specialized training and education to strengthen the shipbuilding workforce.

For more information, visit www.saxdor.com

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