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Sunreef Yachts is pleased to announce the appointment of Yvan Eymieu as Global Commercial Director. With extensive international experience in the yachting industry, Yvan has a strong background in multihull sales strategy, global distribution development and commercial leadership.

Having held senior international roles within the power catamaran segment, he has been instrumental in expanding dealer networks, strengthening brand positioning and driving growth across Europe, Asia and the Middle East. His expertise spans global sales operations, market expansion and long-term distribution strategy within the luxury marine sector.

In his new role at Sunreef Yachts, Yvan will oversee international commercial strategy, support regional sales structures and align global distribution channels to further reinforce the brand's market leadership. His appointment reflects Sunreef's continued commitment to structured global growth and elevated client experience.

Yvan shares Sunreef's forward-thinking vision, particularly in the evolution of performance multihulls and sustainable yachting solutions. As the luxury multihull market continues to mature, he sees increasing demand for innovation, efficiency and environmentally responsible design — areas where Sunreef remains at the forefront. His leadership marks an important step in strengthening Sunreef's global commerce strategy as the company continues its international expansion