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Baltic Yachts has strengthened its presence in the United States and the Americas with the appointment of Gordon Kay as Vice President Sales for the region.

Based in Miami, Florida, Gordon will represent Baltic Yachts across the Americas, working closely with both the sales and after-sales teams while developing relationships with owners and prospective clients throughout the region. The appointment reflects Baltic's continued focus on expanding its connection with the North and South American sailing markets as the shipyard advances several significant projects currently under construction.

The Americas remain an important market for Baltic Yachts, with a growing number of owners seeking highly customised sailing yachts that combine advanced engineering, performance and long-range cruising capability.

Gordon brings more than 35 years of experience spanning offshore racing, technical development and high-performance yacht projects. In his early twenties he circumnavigated the globe before being appointed skipper of *Fazer Blue Magic* for the Expo '98 Round the World Race. Following this campaign he was engaged by the Dutch company Bols to manage their international sailing programme, during which they acquired the Baltic 80 *Martela*, marking Gordon's first collaboration with both PG Johansson and Baltic Yachts in 1998. He later co-founded Dynamic Stability Systems (DSS) foil technology, which was successfully implemented aboard the Baltic 142 *Canova*, winner of Sailing Yacht of the Year at the 2020 World Superyacht Awards — one of several recent Baltic yachts recognised at the awards.

Commenting on the appointment Baltic Yachts CEO Tom von Bonsdorff stated: "The Americas are an important and growing market for Baltic Yachts. Gordon's deep understanding of sailing and yacht technology makes him ideally placed to support our clients both new to sailing and those more experienced on future projects in the region."

In his role with Baltic Yachts, Gordon will work closely with owners exploring custom yachts, both high-performance and world cruising sailing projects, supporting the shipyard's continued development of technically ambitious sailing yachts in both the monohull and multihull sectors.

Baltic Yachts is currently building several notable yachts, including the Baltic 80 Café Racer and the Baltic 107 Catamaran, both scheduled for launch next year. These projects reflect the shipyard's continued commitment to advanced composite engineering, innovative yacht architecture and fully custom construction. Alongside these yachts, the design and engineering teams continue to explore new concepts and performance-driven platforms that may shape the next generation of Baltic sailing yachts.

Gordon will be joined by Executive Vice President Henry Hawkins at the upcoming Palm Beach International Boat Show taking place from March 25th to 29th, where they look forward to meeting clients and discussing Baltic's current and future projects.