



Peter Broadhurst has been appointed Senior Vice President, Yachting and Passenger, Inmarsat

Feb 21, 2019 10:01 GMT

## **Inmarsat: Inmarsat Appoints Peter Broadhurst as Senior Vice President for Yachting and Passenger**

*Leading provider of global mobile satellite communications announces key role for 25-year maritime industry specialist*

Inmarsat has appointed experienced maritime communications technical specialist and cybersecurity expert Peter Broadhurst as its new Senior Vice President, Yachting and Passenger, as the mobile satellite communications leader continues to expand its presence in the small cruise, superyacht and

leisure yachting sectors.

A prominent voice in the Inmarsat Maritime business since 2014 with a background of more than 25 years in the industry, Peter will oversee the on-going delivery of a comprehensive portfolio of seamless, fully-integrated maritime communications solutions for a wide range of leisure craft and superyachts through [Fleet Xpress](#) and [Fleet One](#).

Peter will also continue in his role as Senior Vice President of Safety and Security at Inmarsat Maritime, where he has defined the strategy, development and evolution of Inmarsat's satellite communication services for maritime safety, navigation, safety of life at sea and data security, and successfully directed the initiation and delivery of [Fleet Safety](#) and [Fleet Secure](#).

Peter said: "Having been involved in the superyacht and passenger sector for over 15 years previously, I am keen to drive forward the full portfolio of Inmarsat solutions for a variety of leisure yachts, boats, and ferries, as well as the speciality cruise sector, at a time when demand for on-board connectivity is growing. We will continue to extend our network of partners, work with superyacht captains and operators, and conduct in-depth research such as our annual Superyacht Connectivity Report to enable fast industry transition to high-speed connectivity and strengthen our position as the driving force in the global maritime sector for connectivity at sea."

With a proven track record of leadership, global and regional sales, plus business and product development, Peter joined Inmarsat five years ago as Vice President of Service Delivery for the Maritime business unit and was instrumental in the introduction of Inmarsat's high-speed broadband service Fleet Xpress launched in March 2016. He began his career at sea as a Radio Officer, ran his own business and then spent 15 years with SeaTel and then Cobham SATCOM as Vice President of Sales and Marketing where he was responsible for overseeing and managing global sales, support, marketing, training and product management.

Earlier this year, Peter was presented with the 2019 SMART4SEA Personality Award in Athens, Greece, for his role in transforming maritime safety and security, driving awareness on cybersecurity and meeting the critical challenges for ship safety.

Ronald Spithout, President, Inmarsat Maritime, added: “Peter has already made a significant impact at Inmarsat and within the wider industry as an influential and inspirational voice in maritime safety and cybersecurity. He brings years of experience and knowledge in on-board communications, security risks and in raising standards through increased awareness and crew training which will bring great value as we build on our success in the yachting and passenger sectors.”

Inmarsat’s Yachting and Passenger portfolio includes Fleet Xpress, which is powered by the Global Xpress Ka-band network, combined with the proven reliability of Inmarsat’s flagship FleetBroadband L-band service.

Benefits of Fleet Xpress include affordable voice calls, multiple voice options for crew and operations, and high-speed broadband for internet access, plus 24/7 online support by certified engineers. For superyacht clients, Fleet Xpress provides added subscription flexibility to meet seasonal demand changes.

For smaller leisure craft, Inmarsat provides Fleet One that allows recreational sailors to stay in touch with family and friends back home, use email and social media and get access to applications to assist with navigation. The Fleet One service also has a free voice distress (505) call service that connects leisure users directly to the nearest Search & Rescue team in case of an emergency.

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## About Inmarsat

Inmarsat is the world leader in global, mobile satellite communications. It owns and operates the world's best global portfolio of satellite networks, specifically designed for customer mobility, and holds a multi-layered, global spectrum portfolio, covering L-band, Ka-band and S-band, enabling unparalleled breadth and diversity in the solutions it provides. Inmarsat's long established global distribution network includes not only the world's leading channel partners but also its own strong direct retail capabilities, enabling end to end customer service assurance. The company has an unrivalled track record of operating the world's most reliable global mobile satellite networks, sustaining business and mission critical safety & operational applications for almost 40 years. It is also a major driving force behind technological innovation in mobile satellite communications, sustaining its leadership through a substantial investment and a powerful network of technology and manufacturing partners. Inmarsat operates across a diversified portfolio of sectors with the financial resources to fund its business strategy and holds leading positions in the Maritime, Government and Aviation satcoms markets, operating consistently as a trusted, responsive and high quality partner to its customers across the globe.

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