



YANMAR strengthens global sales and marketing with announcement of key appointments, Bas Eerden and Michele Durkin

Sep 27, 2022 11:24 BST

## **YANMAR STRENGTHENS TEAM WITH GLOBAL SALES AND MARKETING APPOINTMENTS**

YANMAR Marine International has announced the appointment of two key managers to strengthen its global sales and marketing departments at the company's Netherlands headquarters.

Effective from 1 July, Bas Eerden joins the YMI team as the new Global Sales Manager with the responsibility of coordinating company strategy with local offices, OEM's and distributors and developing YANMAR's leading market

position in the global marine industry.

The experienced maritime industry professional brings a strong background in sales, marketing and product development to the role, accumulated from his previous management positions at Japan Radio Company (JRC), Alpatron Marine, Mastervolt and Advanced Systems Group.

Reporting to YMI Director of Sales and Marketing Floris Lettinga, Bas will maintain the YMI focus on maximizing results and efficiency to enable sales development and an increased market presence.

Based at YMI Almere, Netherlands, Bas said: “I am looking forward to using my history of working in the maritime industry to further strengthen market position for YANMAR. In particular, I hope to implement my experience in effectively liaising between technical and commercial personnel to ensure clear and relevant communication with our customers and partners.

“The focus for YMI continues to be on highlighting our engines and integrated systems, while engaging closely with our customers through direct interaction on a local basis.”

The second YMI appointment is the addition of Michele Durkin, who is already in place as the new Global Marketing Manager for the Global Marketing Marine Department.

Originally from Liverpool, UK, Michele has worked most recently for over 8 years in the construction industry for Kobelco Europe after moving to the Netherlands in 2008.

Her strengths and experience in communicating brand values and messages, promotion strategy, project management, planning of budgets and events, plus running B2B and B2C sites, webshops and content, will be key factors in refreshing YMI's branding strategy and marketing planning going forward.

With a focus on both the leisure and light duty commercial markets, Michele will lead the promotion of YANMAR's product portfolio, new technology and industry partnerships to reinforce brand awareness and communicate the benefits of the company's innovative engines and technology-driven marine propulsion systems.

Michele said: “As a creative professional in marketing my focus is to deliver and grow YMI’s brand messages and values globally and consistently.

Backed by years of diesel innovation and the delivery of application-driven solutions for the recreational marine sector, YANMAR’s engines are firmly established as the global standard in sailboat and small craft propulsion.

ENDS

**For further press information, please contact:**

Alexia Fountain, Senior PR Executive

Saltwater Stone Global

Email: [a.fountain@saltwater-stone.com](mailto:a.fountain@saltwater-stone.com)

Tel: +44 (0)1202 669244

Michele Durkin, Marketing Manager

Marketing Marine Department

YANMAR Marine International B.V.

Email: [michele\\_durkin@yanmar.com](mailto:michele_durkin@yanmar.com)

Tel: +31 36 2050146

---

**About YANMAR Marine International**

A leading supplier of innovative engines and technology-driven marine propulsion systems, YANMAR Marine International (YMI) supplies the world’s

cleanest, most efficient, reliable and durable diesel engines for the recreational sector – both sailboats and powerboats – and light duty commercial applications. Its trusted range of common rail marine diesel engines encompass an output range from 40 mhp to 640 mhp, the most comprehensive offering available from any marine engine manufacturer. Committed to the development of advanced technology for the best and most sustainable solutions to meet the evolving needs of boat owners and OEMs, YMI's mission is to enhance the entire boating experience for all its customers. YMI continues to grow its network of service centers worldwide and build on its enviable reputation as a complete systems provider and marine industry ambassador with new partnerships, co-operations and investment.

Based in the Netherlands, YMI is incorporated within YANMAR's global operations, spanning seven business domains on land and at sea. With its beginnings in Osaka, Japan in 1912, YANMAR went on to become the first company to succeed in making a compact diesel engine of practical size in 1933. With industrial diesel engines as the cornerstone of the business, YANMAR has continued to expand its range of products, services and expertise to deliver total solutions as a diesel engine and equipment manufacturer, providing small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine engines, machine tools, and components.