



**Contact:** Joe Cacopardo  
Director of Marketing  
(252) 634-4815  
[Joe.Cacopardo@Hatterasyachts.com](mailto:Joe.Cacopardo@Hatterasyachts.com)

**FOR IMMEDIATE RELEASE**

HATTERAS /CABO YACHTS  
110 NORTH GLENBURNIE ROAD  
NEW BERN, NORTH CAROLINA 28560  
[www.HatterasYachts.com](http://www.HatterasYachts.com)

**HATTERAS YACHTS APPOINTS DESIGNER WARD SETZER CHIEF PRODUCT OFFICER**

*Accelerated new product development in wider range of vessels*

**NEW BERN, NC- January 10, 2019** - [Hatteras Yachts](http://www.HatterasYachts.com) is pleased to announce that well-known designer and naval architect Ward Setzer of Setzer Yacht Architects has joined its executive staff as Chief Product Officer. In this role, Setzer will be responsible for establishing new product direction and lead the Hatteras Yachts design and engineering teams in the development of new yacht models and the refinement of existing products while enriching the entire design/build process for customers and dealers alike.

“Ward is an accomplished and award-winning yacht designer who is well known to the global yachting community. We are thrilled to welcome him to the Hatteras Team,” said Hatteras President and CEO Kelly Grindle. “We have launched ten new products in the last five years and we expect Ward to help accelerate this pace while pushing the boundaries of design and innovation as we expand our offering and drive continued growth.”

“I have had the good fortune to build a rewarding career in the design and construction of luxury yachts on a global scale and yet for many years have hoped to help Hatteras take back its legendary leadership role within the marine industry,” Setzer said. “I am excited to share what I have learned, welcome the challenges ahead and look forward to growing the innovative team and world-class product line-up.”



Ward Setzer began his career in 1984 in Palm Beach, Fla., under the tutelage of American legend Jack Hargrave, working on such iconic yacht projects as the 130' *Buckpasser* and 148' *Calliope*. After working for Hatteras from 1985 to 1991, Ward went on to establish his own design firm, Setzer Yacht Architects, providing innovative designs to over 60

shipyards and production builders around the world resulting in more than 800 vessels on the water from 40' to 240'. Ward has worked on a wide range of innovative and unique yacht projects in a variety of sizes and styles from shipyards including Admiral Marine, Broward, Christensen, Delta Marine, Hinckley, Nisi, Northern Marine, Outer Reef, Roscioli/Donzi, Richmond Yachts, Lyman Morse, and Trinity Yachts, with many of Setzer's designs having won international design awards.

Grindle added, "Ward has a great depth of knowledge in designing, engineering and building boats, as well as a tremendous breadth of experience covering everything from center console outboard boats to +200-foot mega yachts. It is great to have him return to Hatteras."

*High-resolution photos available upon request; please contact Louisa Beckett, Turnkey Communications & PR, at [louisa@turnkeywords.com](mailto:louisa@turnkeywords.com).*

#### **About Hatteras Yachts:**

For 60 years, Hatteras Yachts has been recognized as a world leader in the construction of express boats, sportfishing convertibles and luxury motor yachts. Based in New Bern, NC, Hatteras has defined the industry and pioneered the production of large offshore fiberglass powerboats, starting with the introduction of its first model, *Knit Wits*, in 1959. Hatteras builds luxury motor yachts from 60 to 105 feet, sportfishing convertibles from 54 to 70 feet, and the GT45X. For more information, visit [www.hatterasyachts.com](http://www.hatterasyachts.com).

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