

AkzoNobel Appoints Jemma Lampkin As Global Commercial Director of its Yacht Coatings Division

As AkzoNobel's yacht coatings division looks to further cement itself as the market-leading supplier of yacht coatings for professionals and boat owners across the world, it is pleased to announce the appointment of Jemma Lampkin as Global Commercial Director to continue to drive this ambition forward.

Jemma brings to this role a wealth of knowledge from her previous roles in AkzoNobel in marketing and in her most recent role of commercial management of AkzoNobel's Aerospace Coatings Asia-Pacific business.

This experience will allow Jemma to bring a fresh new perspective to the yacht division, where her main objective is to continue to grow the business and help deliver on the promises of its brands - Awlgrip, Interlux / International and Sea Hawk.

She comments: "I am absolutely thrilled to join the yacht coatings division of AkzoNobel MPY (Marine, Protective and Yacht Coatings).

"The Yacht team is well-known for truly embodying 'passion for paint', so I am excited to work with so many enthusiastic individuals, while simultaneously learning about a whole new market.

"The yacht division covers a broad range of customers, sub-segments, and geographic areas, and so I want to focus on bringing the business together in both a global plan in order to grow the business, as well as to maintain and improve our focus to better serve our customers to meet their needs.

"This is one of my key goals within my new role, as well as positioning the business for long-term success - so not only focusing on today but also on how we can continue to be a market leader in the next decade.

"But in general, I want to help empower our team to reach their goals and continue to strive for continuous improvement. We have a role to play in shaping the yacht coatings industry through new innovation, engaging boaters and professionals, and attracting talent to the industry.

"Another important issue for me is sustainability - one that I believe all industry partners have a responsibility to prioritize.

"As part of AkzoNobel's People, Planet, Paint sustainability commitment, I will be focused on how we tackle the environmental challenges of the yacht industry and ensure our coatings are part of the solution - I can't wait to continue on this journey in my new role."

This appointment follows significant investment from AkzoNobel into its most ambitious marketing drive for yacht coatings to date - including new brand positioning 'That Feeling', which seeks to convey the unique, immersive sensory experience only boating offers.

The That Feeling brand campaign will be the central pillar of all promotional activity and will embody how a love of boating is fundamental to delivering the most inclusive and best-performing range of coatings in the industry.