



FOR IMMEDIATE RELEASE:

Ocean Alexander Announces Appointment of Commercial Sales Director Niel Steenkamp

June 25, 2024 – Today, Ocean Alexander, a world-renowned manufacturer of luxury superyachts, announced the appointment of Niel Steenkamp to Commercial Sales Director.

Steenkamp joins Ocean Alexander with an incredible lifelong resume dedicated to our industry. Born and raised near the water in Cape Town, South Africa, he went directly from being a curious child playing *in* the water to joining the South African Navy and being a Submariner *on* the water. Post College, he captained and sailed throughout the world and cemented his heart into the boating industry. Steenkamp shared, “The sheer excitement of sailing and the endless possibilities of life on the water thrilled me and I thoroughly enjoy now sharing it”. “He has found an amazing career in the industry not only serving his country in the Navy but later as a yacht captain, broker, and ambassador to his clients”, states Dan Mundy, Head of Global Operations at Ocean Alexander. “Niel embodies amazing talent in communication, organization, excellence, and trust, which are core competencies at Ocean Alexander”.

Ocean Alexander is proud to lead the industry building luxury superyachts that the US market desires. For over 45 years, the factory of skilled professionals has been creating exquisite yachts that are both stylish and seaworthy, with exceptional attention to detail, from state-of-the-art technology to bespoke amenities designed to enrich their owners’ lives on board. With a focus on the superyacht market ranging from 27M to 40M, and now four distinct series and a dozen models in their line for 2024, with numerous sold yachts in build, tremendous opportunities continue to lie ahead.

Speaking about Steenkamp joining the team, Mundy continued: “For more than four decades now Ocean Alexander has set themselves as a leader in the luxury yacht industry by delivering outstanding customer service every step of the way by offering unmatched sales consultation through commissioning and maintenance services. This passion is embraced by Niel, making him a perfect addition.” Mundy added, “With our Global reach and exceptional dealer partnerships, we are poised to continually reach a broader audience and continue our path of growth through excellence.”

About Ocean Alexander – With a rich heritage spanning over 45 years, Ocean Alexander stands at the forefront of the yachting industry. Renowned for its exceptional craftsmanship, innovative design, and dedication to luxury, Ocean Alexander continues to redefine the standards of luxury yachting, offering vessels that are both performance-oriented and comfortable. The company’s website is www.oceanalexander.com.

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