

Michael Müller Returns as Bavaria Yachts CEO

Michael Müller is once again taking the helm at BAVARIA YACHTS and has been appointed new CEO by the shipyard's advisory board. Together with Managing Directors Norbert Leifeld (COO) and Thorsten Gatz (CFO), Michael Müller (CEO) will lead the successful shipyard near Würzburg and keep it on course for success with its almost 700 experienced employees.

Michael Müller was already successfully active as CEO at BAVARIA YACHTS from 2019 to 2021 and also knows the company from the perspective of an advisory board member. In 2020, Michael Müller launched two important new highlights in the model range with the premiere of the BAVARIA SR41 in the motorboat segment and the introduction of the BAVARIA C42 in the sailing yacht segment. Both yachts were honoured with two of the most important awards in the yacht industry and are now among the many bestsellers at BAVARIA YACHTS.

In 2021, he handed over the reins to Marc Diening, who as CEO steered BAVARIA YACHTS through the rough seas of the Covid crisis and significantly increased the profitability of BAVARIA YACHTS despite material shortages and price increases in the market. With the new sailing yacht BAVARIA C46 and the motorboat BAVARIA SR33, Diening has launched two yachts on the market this year that have been nominated for several awards.

Marc Diening is now leaving his position as CEO of BAVARIA YACHTS at his own request.