

Heesen Yachts Appoints Eric Boers As Director Technical Services &

After Sales To Lead End-To-End Project Lifecycle

Heesen Yachts has appointed Eric Boers as Director Technical Services & After Sales. In this newly created role, he will oversee both the Project Management teams and the After Sales organisation, connecting construction with a yacht's operational life. Spanning the full lifecycle of each vessel, the role supports a seamless transition from build to delivery and beyond for clients.

Eric Boers joins Heesen with more than twenty years of international experience in high-tech engineering and industrial services. After twelve years in senior leadership roles at Vestas, including Service Director and Managing Director positions, he spent five years leading after sales at smart energy company Alfen. He has built a strong track record of leading international service operations and managing complex, high-value assets. His combination of strategic vision, operational expertise, and customer-focused leadership aligns with Heesen's ambition to further integrate project execution and lifecycle support for clients worldwide.

Jeroen van der Meer, CEO of Heesen, commented: "We are delighted to welcome Eric to the team. His appointment marks a strategic evolution in how we manage our projects. By bringing Project Management and After Sales under one director, we are bridging the gap between construction and delivery. Eric will oversee the process from the moment a hull takes shape until the yacht is sailing with her owner. Crucially, this creates a two-way flow of intelligence: the technical data gathered during construction remains embedded throughout the vessel's entire lifecycle, while real-world feedback from the fleet feeds directly into our new-build process. This ensures unparalleled continuity and continuous refinement of our Northern European quality."

Reflecting on his appointment, Eric Boers said:

"Technology and engineering are only as valuable as the support behind them. Whether dealing with a wind turbine or a superyacht, an owner's expectations remain the same: reliability, responsive service and clear communication. My objective is to build on Heesen's strong foundations and create a proactive department that works closely with our clients and the global captain network to provide confidence, from the first day of construction through years of cruising."

Boers' immediate priorities include streamlining the handover process between the yard and the fleet, ensuring every Heesen vessel benefits from a holistic support strategy. This includes reviving the shipyard's dedicated Captains' Events to foster ongoing, expert-led dialogue with the professionals operating Heesen yachts worldwide.

For Heesen clients, this structural alignment translates directly into shorter communication lines, faster response times, and a single, continuous point of accountability from the inception of the build through decades of ownership. Ultimately, this integration safeguards the vessel's operational efficiency and long-term asset value.