

Carla Demaria Joins ICOMIA Board as Co-opted Director.

Jul 24, 2026

by

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Former Bluegame CEO brings global boatbuilding expertise to strengthen ICOMIA leadership.

Table of Contents

- [Carla Demaria – One of the Most Influential Figures in the International Marine Industry](#)
- [A Pioneer in Innovation, Design & Sustainability](#)
- [Decades of Senior Leadership Experience](#)
- [ICOMIA Board President Frank Hugelmeyer Comments](#)
- [Carla Demaria Comments](#)

Carla Demaria – One of the Most Influential Figures in the International Marine Industry

The International Council of Marine Industry Associations (ICOMIA) is pleased to announce the appointment of Carla Demaria to its Board as a Co-opted Director, further strengthening the organisation's global leadership and industry expertise.

Carla Demaria is widely recognised as one of the most influential figures in the international marine industry.



A Pioneer in Innovation, Design & Sustainability

Most recently, she served as Chief Executive Officer of [Bluegame, a Sanlorenzo S.p.A. brand](#) and continues to serve as Advisor to the Chairman and a long-standing member of the Sanlorenzo Board of Directors. Under her leadership, Bluegame established itself as a pioneer in innovation, design and sustainability, gaining global recognition for its forward-thinking approach to yachting.

Decades of Senior Leadership Experience

Demaria brings decades of senior leadership experience across the marine, leisure and manufacturing sectors, combined with a strong track record in brand development, international growth and strategic transformation. Her deep understanding of evolving market dynamics and customer expectations will be invaluable as ICOMIA continues to support the global recreational boating sector through a period of significant change and opportunity.

ICOMIA Board President Frank Hugelmeyer Comments

Welcoming the appointment, ICOMIA Board President Frank Hugelmeyer said: “Carla’s appointment is fantastic news for ICOMIA and the wider industry. We are delighted to welcome her to the Board, and we will benefit enormously from her industry-leading experience and insight. Her deep expertise—particularly across some of the world’s most significant and influential boat builders—brings a perspective that will be hugely valuable as we continue to shape the future of our global sector. Carla’s understanding of innovation, sustainability and brand leadership aligns perfectly with ICOMIA’s priorities.”

Carla Demaria Comments

Commenting on her appointment, Carla Demaria said: “It is an honour to join the ICOMIA Board at such an important time for our industry. I look forward to contributing to the organisation’s work in representing and advancing the global recreational marine sector, and to supporting collaboration and innovation across its international membership.”

Demaria joins the Board as a Co-opted Director, reflecting ICOMIA's commitment to bringing additional expertise and strategic insight into its governance as it continues to drive industry collaboration, sustainability initiatives and global advocacy.

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