

HanseYachts AG strengthens management structure, consistently continues successful transformation

by HanseYachts AG 27 Aug 23:34 PDT



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HanseYachts AG is consistently aligning its organization with stability, efficiency and international growth. With the company's long-term financing secured, HanseYachts is now creating the conditions to further strengthen its market position and continue along its successful strategic path by further developing its management structure.

Holger Passauer was appointed sole member of the Management Board of HanseYachts AG in December 2025. He combines many years of management experience with extensive expertise in finance, industry and production.

The Supervisory Board was also newly appointed in the first quarter of 2026. Chaired by Dr. Hans Reichhart, former Bavarian State Minister for Housing, Building and Transport, the board brings together experienced personalities with diverse professional and entrepreneurial backgrounds.

Responsibility for Sales and Marketing will be assumed by Maxim Neumann as Chief Sales Officer (CSO). Maxim Neumann has decades of experience at HanseYachts AG and has built long-standing relationships with the international dealer network as well as the boat and yacht industry. In recent months, under his leadership, additional partners have been acquired and the sales network has been strategically expanded. With his extensive knowledge of international markets and the industry, he will further strengthen the global market presence of HanseYachts AG.

Technical management will be headed by Franz Zeiser as Chief Technology Officer (CTO). Zeiser has many years of management experience in the international boating industry and has held senior positions in production management at major renowned shipyards. With his extensive expertise in production, technology and industrial processes, he will further strengthen the technological development, innovative capabilities and efficient series production of HanseYachts AG.

"With Franz Zeiser, we have gained an outstanding industry expert with international experience and a strong track record in production management. We are very pleased to have won him for our continued journey," says Holger Passauer.

A particular highlight of the year will be the Yachting Festival in Cannes from September 8 to 13, 2026. The new Hanse 461 will celebrate its world premiere there. Developed by Berret-Racoupeau, the yacht combines modern, dynamic design with Hanse's characteristic Easy-Sailing concept. A deck layout consistently designed for ease of handling, the standard self-tacking jib and the centralized control of all key sailing functions from the helm station enable a comfortable sailing experience even with a small crew. At the same time, the Hanse 461 offers a beach club, a light-filled interior and a high level of long-distance comfort. It represents the next generation of Hanse yachts while consistently developing the successful concept of the Hanse 460.

With the new FJORD 440 Open, HanseYachts will simultaneously present a second world premiere in Cannes. The new model combines the brand-typical open FJORD architecture with powerful technology and a completely reimagined cockpit concept. At its heart is the spacious open-air living area with a central dining space. A particular highlight is the electrically adjustable, reversible aft bench, which can be transformed from a classic bench seat into a lounge at the touch of a button. The concept is complemented by a 55-inch TV integrated into the aerodynamically designed Ttop, a hydraulic swim platform and a flexible two-cabin layout below deck, developed together with Design Unlimited. With up to 960 hp, the FJORD 440 combines sporty performance with a high level of comfort and an exceptional experience on the water.

With these two world premieres, HanseYachts AG underlines its ambition to consistently develop existing concepts while setting new standards in design, functionality, comfort and technology. At the same time, HanseYachts will systematically drive the use of new technologies and artificial intelligence in the maritime environment and increasingly incorporate these insights into the development and further evolution of its products.

"We are consistently continuing our strategy of further developing all areas of the company. We are deliberately combining HanseYachts' many years of experience, comprehensive industry and market knowledge, our long-standing relationships with our dealers, as well as new perspectives and additional expertise from outside the company and new developments across all brands. In this way, we combine continuity with new momentum and create a solid foundation for the next phase of growth," says Maxim Neumann, Chief Sales Officer of HanseYachts AG.

The transformation already initiated is showing positive effects and confirms the strategic path we have taken. This is particularly reflected in the positive development of order intake, together with corresponding growth in revenue and earnings. A very significant contribution to this is being made by the employees at both locations through their strong commitment and additional dedication.

They are currently making an indispensable contribution to fulfilling customer orders on time. HanseYachts AG expressly thanks them for this.

"Our thanks also go to our dealers and customers for their trust. Together, we want to continue moving HanseYachts forward - with strong products, high quality and a clear focus on our international markets. Our ambition is to continually inspire our customers with our yachts and to grow sustainably together with our partners," says Holger Passauer.