

PRESS RELEASE

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PRINCESS YACHTS APPOINTS TERRI MCCOLLIN AS HEAD OF COMMUNICATIONS

Princess Yachts, one of the world's leading luxury yacht manufacturers, today announces the appointment of Terri McCollin as Head of Communications, strengthening the company's global communications capabilities as it continues to strengthen its position as a British made, global luxury brand.

Terri joins Princess Yachts with more than 20 years of PR and communications experience spanning the UK, US and Europe. She brings extensive expertise in media relations, corporate communications, brand storytelling and integrated multi-channel communications across the luxury, travel, hospitality and real estate sectors.

In her new role, Terri will lead the company's global communications strategy, overseeing corporate communications, media relations, executive profiling, reputation management and brand communications across key international markets.

Before returning to the UK in 2025, Terri spent six years in New York in both agency and in-house leadership positions. Most recently, she served as Vice President at luxury hospitality communications agency J/PR, where she led account teams representing some of the world's most acclaimed hotel collections and destination marketing organisations, including Iconic Luxury Hotels, Adare Manor, Waldorf Astoria New York, Grand Hotel Tremezzo, Beaverbrook, and Meet Boston.

Prior to J/PR, Terri was Executive Director of Global Public Relations at Preferred Travel Group, where she spent a decade across the company's London and New York offices. During her tenure, she managed an international team of public relations and social media specialists and oversaw agency partnerships throughout South America, Asia and Europe. Her achievements included helping to deliver the rebrand of the world's largest portfolio of independent luxury hotels, repositioning the company's travel loyalty programme and creating new revenue opportunities through expanded client services.

Fluent in French, Terri holds a Bachelor's degree in English and French, and in 2023, she was recognised by The PR Net as one of its 'Marcomms' Most Influential' professionals.

Simon Clare, Executive Director Brand and Marketing, said: "Terri brings an exceptional combination of international communications expertise, strategic leadership and deep experience working with premium and luxury brands across multiple sectors and markets.

"As Princess continues to strengthen its position as one of the world's leading luxury marine brands, multichannel communications across a wider range of lifestyle verticals will play an increasingly important role in building brand reputation, engaging new audiences and sharing the passion behind our craftsmanship, innovation and people. Terri's proven track record in global communications, coupled with her passion for brand storytelling, makes her ideally placed to help drive the next chapter of our growth and further elevate the Princess brand on the world stage."

Commenting on her appointment, Terri said: "I am delighted to join Princess Yachts at such an exciting time for the business. Princess is one of the most respected names in global luxury manufacturing, with a remarkable heritage of craftsmanship, innovation and design. I look forward to working with colleagues across the organisation to further strengthen the brand's reputation and share the stories that continue to platform Princess as a leader in the luxury yachting sector."

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