

ePropulsion Appoints Yann Herriot as Global OEM Director to Drive Shipyard Partnerships

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[ePropulsion](#), a global leader in marine electric propulsion systems and services, has appointed Yann Herriot as Global OEM Director, strengthening the company's commitment to working closely with boatbuilders, designers and dealer networks to accelerate the adoption of cleaner, smarter marine technology.

Herriot brings extensive international experience spanning electrical engineering, energy management, boatbuilding and marine technical services. His career has focused on power systems, energy storage and renewable technologies, giving him a strong technical foundation for supporting shipyards as they integrate electric propulsion and increasingly sophisticated onboard energy systems.

Seven years ago, Herriot founded Orphie Boats, an electric boat start-up created to develop a complete solution for cleaner day boating. Through the business, he gained first-hand experience across the complete boat development process, from design and construction to the installation and integration of electric propulsion systems.

His subsequent work has included installing and supporting a wide range of electric propulsion technologies on both new-build and refit projects, before managing a complete technical service operation within a marine group selling and chartering major boat brands including Bali and Dufour.

In his new role at ePropulsion, Herriot will lead the company's global OEM strategy, developing closer relationships with leading shipyards, naval architects and boat designers to ensure ePropulsion's propulsion and energy management solutions can be effectively integrated from the earliest stages of vessel development.

He will also work closely with boatbuilder dealer networks, helping to demonstrate the benefits of ePropulsion technology in the field while strengthening the connection between manufacturers, dealers and end users.

Yann Herriot, Global OEM Director at ePropulsion, said: "My original motivation for starting my own company seven years ago was to contribute to the transition of leisure boating towards cleaner propulsion and more sustainable practices. After building, refitting and servicing many different boats, I came to recognise that ePropulsion combines the technology, production capability and global service infrastructure needed to make a significant impact on the industry."

"My goal is for leading shipyards to see ePropulsion as the best platform for electric propulsion and onboard energy management within their production lines. A key part of achieving that will be developing close relationships with boat designers and manufacturers, understanding their requirements and ensuring our products are the right match for their boats."

"I also want to strengthen our work with boatbuilder dealer networks, allowing us to demonstrate the benefits of these solutions directly in the field and learn from the experience of end users. Together with leading shipyards and their dealers, we have an opportunity to take the boating experience to the next level and deliver cleaner, safer and more enjoyable boating."

Danny Tao, CEO of ePropulsion, said: "Yann brings a unique combination of technical expertise, boatbuilding experience and first-hand knowledge of electric propulsion integration. His understanding of the needs of shipyards,

dealers and boat owners will be invaluable as we strengthen our OEM partnerships worldwide and make electric propulsion and energy management an increasingly compelling choice for boatbuilders.”

The appointment comes as ePropulsion continues to expand its offering beyond electric propulsion into increasingly integrated marine energy solutions. Following 15 years of continuous innovation, the company has developed a broad portfolio of electric propulsion and energy management technologies supported by global production, distribution and servicing capabilities.

Herriot added: “ePropulsion has spent 15 years bringing innovative technologies into real-world marine applications while building a strong production and service network around them. The company has genuine differentiating strengths that can help give further momentum to the transformation of the marine industry.

“Seeing the positive impact ePropulsion can make, I wanted to bring my experience in electrical energy management, boat construction and field service to this next stage of the journey.”

Herriot's appointment will support ePropulsion's continued development of long-term relationships with boatbuilders worldwide, helping OEM customers integrate electric propulsion and energy management technologies that deliver practical benefits for manufacturers, dealers and boat owners.

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