



Appointments to the head of the Boat Division's Brands

Saint Gilles Croix de Vie (France)

As part of the Let's Go Beyond! plan and the structuring of the House of Brands, the Groupe Beneteau announces the appointments of Yann Masselot as Chief Brands and Communication Officer for the Boat division and Jean-François Lair as Director of BENETEAU brand.



Yann Masselot, Chief Brands and Communication Officer for the Boat Division

The management of all the Brands and Communication of the Groupe Beneteau was entrusted to Yann Masselot in July 2022.

Yann Masselot joined the Beneteau boatyard in 1992 and worked in sales in the UK then France. In 2000, he was appointed to head up commercial operations for LAGOON and enabling the brand to establish itself as the world leader for catamaran cruisers from 2003. He had been appointed CEO of Construction Navale Bordeaux between 2018 and 2020. He had taken over the management of the BENETEAU brand in October 2020.



Jean-François Lair, Director of BENETEAU brand

The BENETEAU brand has been managed by Jean-François Lair since January 1, 2023. Jean-François joined the BENETEAU brand in 2005. He successively held the positions of Sales Manager, Export Director then Beneteau America President. He was most recently EMEA Director of LAGOON.

« Jean-François was a very natural choice. His appointment will ensure the continuity in the deployment of the strategy and values of the BENETEAU brand. » confides Yann Masselot.



Chief Brands & Communication Officer

Yann MASSELOT



BENETEAU

Jean-François LAIR



JEANNEAU

Paul BLANC



PRESTIGE

Erwin BAMPS



LAGOON

Thomas GAILLY



XCS

Thibaut
DE MONTVALLON



DELPHIA

Martin SCHEMKES



FOUR WINNS



Wellcraft

Nicolas HARVEY



SCARUS



GLASTRON