

## Captain Ted McCumber appointed commercial director of Feadship America

Feadship appointed Ted McCumber as commercial director of its America office, effective March 1. With more than 25 years of experience as captain, new-build/refit captain and project manager, including no fewer than four Feadships, McCumber is a well-known and highly respected figure within the worldwide superyacht community.

Ted McCumber's most recent role was to be owner's representative and build & warranty captain on the Feadship *Savannah*, winner of the 2016 World Superyacht of the Year award. He has also been at the helm of the Feadships *Atessa II*, *Atessa III* and *Katrion* in a distinguished career that made him the ideal candidate for the role of commercial director at Feadship America.

### Leveraging on experience

"Ted will play a vital role in the contacts between the commercial team in the Netherlands and the many Feadship owners and prospects in the Americas," says marketing & brand director Farouk Nefzi. "The United States has obviously been a key market for Feadship for the past seven decades and we are currently seeing an increase in Feadship owners from Central and South America as well.

"Ted's immersive and broad technical experience with Feadship makes him uniquely suited to talk to current and potential clients. For this position, we were looking not for a salesman but for a person of stature who can represent our brand from a position of authority. Ted has a genuine understanding of the needs and aspirations of superyacht owners and we are delighted to have him on board the Feadship team."

### Brand of choice

Captain McCumber is also excited to be joining Feadship America, moving from his beloved Californian Mountains to Fort Lauderdale to take up the post. "Representing the Feadship brand comes naturally to me: after all, I've been doing it for decades each time people came on board my boats. The many years of sailing and operating Feadships gives me a unique insight into how they work. Feadship is still seen as the undisputed brand of choice in the US and I personally fully agree with a statement by one of my former bosses: 'If you want to build a yacht right you have to go to Feadship'. I am looking forward to helping owners and captains create their own bespoke Feadships in the years to come."

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### About Feadship:

Based in the Netherlands and with roots dating back to 1849, Feadship is recognised as the world leader in the field of pure custom superyachts. Each Feadship is defined by its superb craftsmanship and sets the standard in every aspect of design, engineering and construction. These bespoke motoryachts are created in partnership with owners who are prepared to invest in a wonderful building experience and reap the rewards for many years to come in terms of both pleasure and re-sale value. Feadship also operates dedicated charter and refit services exclusively for Feadships.

### More information:

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