

Gregor Stinner

MEET ART MARINE'S NEW CEO – HE MEANS BUSINESS



Gregor Stinner: a man with a mission. Set the task of bringing the prestige, credibility and industry presence back to ART Marine, Gregor (or Greg as he likes to be known) is the man for the job.

Strategically appointed by the mighty Dubai-based Abraaj Group, Greg was seen as the perfect Chief Executive Officer to bring life to the brand with his endless enthusiasm, dedication and most importantly for a new CEO: inspirational vision.

Greg's impressively varied background spans more than two decades of professional experience in the Middle East, having held various high ranking positions within a number of multi-national organisations. Speaking fluent Arabic has put the German National in a commanding position (he's also speaks English and French), and his command of languages helped him build the "Synergy Group", providing consultancy services representing a number of renowned German, Austrian, French and Italian companies.

However, like all the world's successful business men, Greg also managed to combine his day job, with his hobby – and anyone who knows him will tell you, Greg loves his boats. Greg successfully started the "Red Sea Boat Service Company" – a 100% subsidiary of Synergy Group in Egypt, and it was here that his passion and enthusiasm for the sea earned him a name in the leisure boating industry.

The Abraaj Group picked up on his knowledge and passion for the marine world, bringing him in as a senior advisor, tapping into his vast operational experience, expertise and knowledge – ultimately contributing to his new role at ART Marine.

So Greg, what is the first element you would like to change at ART Marine?

"Attitude! With the right attitude and understanding the dynamics of the leisure boating industry, we need to focus on an accountable and re-structured organisation,

whilst maintaining the best talent in the market."

Makes sense

"Definitely. The leisure boating industry is at times cyclical, requiring maximum visibility reflected in a sustainable business plan with a "lean & clean organisation" and strong ties to our partners, – and more-over our ever demanding customer base and clientele." He continues.

What is ART Marine offering its clientele?

"Besides promoting and selling high-end motor yachts we constantly strive to offer a 360 degree yachting experience for which we spare no effort in providing all necessary competencies, ranging from Yacht Sales, Yacht Service, Marine Products as well as Marina Management and most recently ART Marine's new "Yacht Valet Service".

The customer is number 1, always?

"It is our day-to-day challenge and prerogative to warrant maximum customer satisfaction geared to cater for the needs, satisfaction and "peace-of-mind" of our vast array of clientele and partners. Our clients are our best references who will remain at all times to be our most important "Protagonists" of our brand and activities.

What is your vision for the brand?

"Once ART Marine regains its trust and respect, it is our vision to

become once again, the most reputable and largest establishment in the marine leisure industry within the MENASA Region, – not only for yacht sales and after sales but more importantly being identified as the No. 1 "Dealership and Marina Management Enterprise" focused on quality, customer care and satisfaction."

What is your mission?

My mission is to take ART Marine to new heights and build a legacy. I aim to re-establish the brand and its credibility and re-create additional presence in key markets.

How do you see the ART Marine brand going forward?

ART Marine is now paralleled to luxury brands and boutique shipyards, ultra-high and high-net-worth individuals that it caters for. ART Marine strives to deliver excellent products, most comprehensive services and highest standards of Marina Management. Our vision is to become the leader in MENASA region, offering a 360° degree yachting experience.

