

Press Release

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HanseYachts AG strengthens corporate communications Boris Heitmann new VP Communications & Investor Relations

As of August 2022, Boris Heitmann (58) has taken over responsibility as Vice President Communications & Investor Relations at HanseYachts AG.

The graduate in business administration, communications manager and yachtsman brings with him many years of experience in international companies from various sectors and as an independent entrepreneur. Heitmann started his career in 1991 at the energy company Esso. After holding various positions in public affairs, government relations and sales, among other in Bonn and in Poznan/Poland, Heitmann, for five years, was responsible as international head of media relations for Reemtsma Cigarettenfabriken during a period of corporate expansion.

This was followed by eighteen years as managing partner of the communications agency Lukowski & Heitmann, during which Boris Heitmann worked for major clients in the energy, automotive, semiconductor and healthcare industries, as well as for leading publishing houses and brand manufacturers. Most recently, Heitmann worked as an independent communications consultant.

"I am delighted that we have been able to attract the experienced and entrepreneurial communications professional Boris Heitmann to HanseYachts and for this responsible task," said Hanjo Runde, CEO of HanseYachts AG. "With this step, we are continuing the further professionalization of our external appearance in order to further expand HanseYachts' strong position on the world market in terms of communication as well. The fact that Boris Heitmann is also a passionate sailor in addition to his professional qualifications underlines his fit with his task all the more."

Communication & Investor Relations

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