



Executive Committee Member Profile-Robert van Tol-SYBAss

Appointed Secretary of the ISS Executive Committee in June 2016, Robert has been specialising in association management since he started at the Superyacht Builders Association (SYBAss) in 2007. "I grew up close to the Kaag lakes in the Netherlands. That is where I learned sailing but also where I saw superyachts built by Feadship-Van Lent." He always wondered about the world of superyachts, resulting in completing his bachelor in marketing as intern at Feadship in 2007. "I visited 30 yachts in the marinas in South of France to interview captains checking what magazines are most popular to advertise in. The internet was not even of so much interest yet in 2007, unthinkable now really."



While continuing toward his Master's degree in Business Administration, Robert started working part time at SYBAss, which had been founded in 2007. "It was such a privilege to work with the management of these impressive group of yards from all over the world, and to work at the major yacht shows. Not an average student job." Graduating in 2011, he had further specialised in association management by writing his thesis about governance and cooperating associations.



Robert is also on the board of the Dutch Society of Association Executives. At SYBAss Robert has a wide range of tasks varying from developing the clusters of exhibiting members at the Monaco, Fort Lauderdale and Dubai shows, to publishing annual statistics and economic reports in cooperation with the Boston Consulting Group and enhancing the process of superyacht coating.

"I am very motivated to continue serving

on the ISS Executive Committee to enhance the cooperation between ISS and SYBAss, grow the ISS's worldwide membership base and contribute my knowledge of association management to the ISS organisation." With the upcoming ISS Board of Directors elections, he will formally stand for the general board and sincerely appreciates your votes to continue to champion the interest of the organization and the global industry.



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