



Board Member Profile-Sylke auf dem Graben-Lürssen

Based in Germany, Sylke auf dem Graben is PR & Marketing Manager at Lürssen—the leading shipyard for large luxury yacht building. She is responsible for all marketing and advertising activities for 14 years, while her career in yachting began in 1991.

Sylke's main background is marketing. She trained in advertising at the advertising agency TEAM/BBDO in Düsseldorf, Germany, gaining further experience during a two-year extended vocational training course for a communication graduate supplemental certificate, *Expert Buyer for Advertising and Communication*. After two more years working at BBDO, in 1991 by fluke, she moved into the yachting business.



She worked for eight years as PR & Marketing Manager for dahm international in Düsseldorf, Germany, at the time the exclusive marketing and sales organization for the Dutch shipyard Jongert, then one of the best shipyards for sailing yachts. In 1999, she established the in-house agency, "Jongert Communication Centre" was responsible for the conception, planning, organization and realization of all advertising projects.



In 2003, Sylke moved from Düsseldorf to Bremen to take over the newly created position she holds today at Lürssen. With her 25-year background in yachting, Sylke knows the market for "big" yachts especially well. She has served on the

ISS Board for 13 years and is Co-Chairman of the ISS Marketing Committee.

Sylke fell in love with yachts and sailing when she started to work for dahm international. At that time, she had no clue about boats, which was the reason to do a sailing course. She loved sailing so much that she bought a 7m sailing boat, which she used to sail in Holland. "To keep your own boat is too time consuming, so we sold our boat. However, I have a very good friend who has a sailing boat and he has generously invited me to sail with him several times. My most favorite sailing ground is Croatia." In the winter time Sylke loves skiing - she even won the Blohm + Voss Ski Cup during the last Superyacht Design Symposium in Kitzbühel.



"What I like most about my job is that you do a bit of traveling but the best thing is the good relationships I have with so many other people in this industry. When we see each other at boat shows, it feels like a family gathering. I appreciate that fact very much."



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