WEST NAUTICAL



Beyond the Brokerage

Meet the people behind the programme

From the Tyne to the Mediterranean

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Approved articles for this West Nautical issue.

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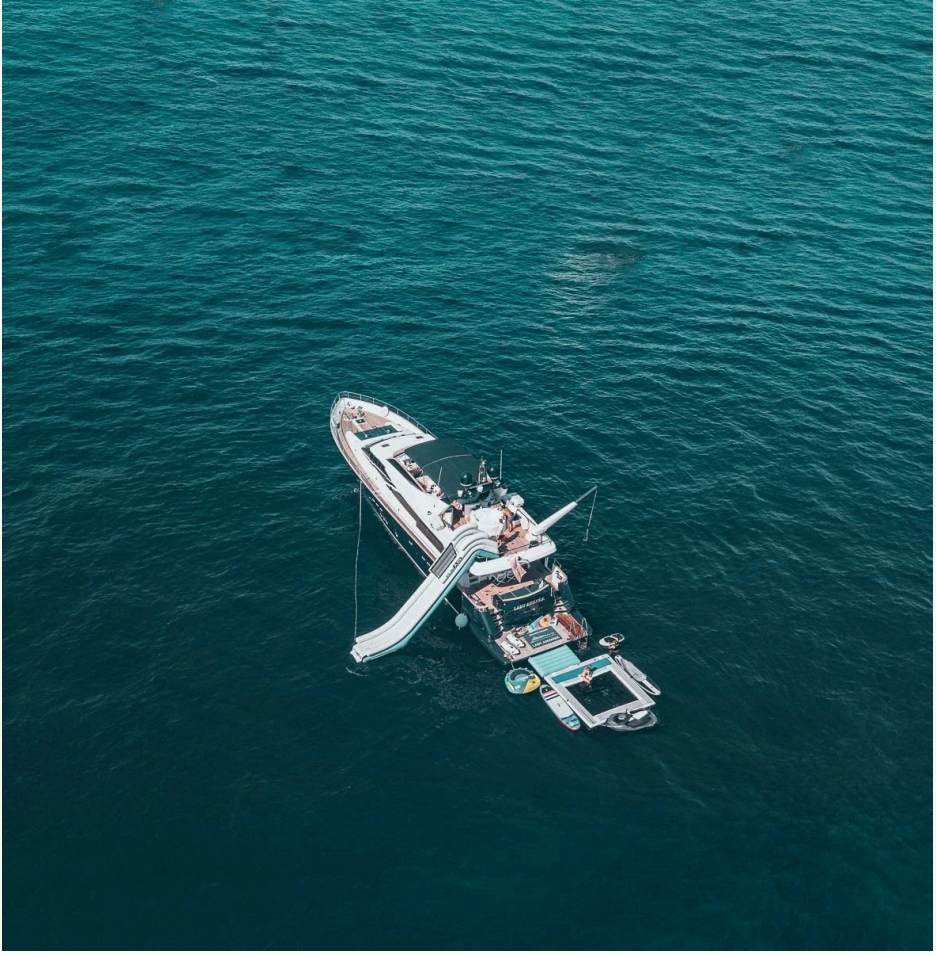
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THE BUSINESS

From the Tyne to the Mediterranean

West Nautical's business stretches from the Tyne to the Mediterranean and the Gulf. Its office network connects Newcastle upon Tyne with Monaco, Limassol in Cyprus and Dubai, bringing a north-east England base into a business shaped by international owners, captains and yacht programmes.

From the Tyne to the Mediterranean

Newcastle anchors the company's UK operation. Geoff Moore established West Nautical UK in 2014 after moving from a seagoing career into shoreside management. That background helps explain the combination of commercial and practical services: yacht sales and charter sit alongside management, new construction and crew support, rather than forming a separate world from the everyday operation of a vessel.

Monaco gives the European brokerage operation a base in one of yachting's most important meeting places. Simon Gibson leads the Monaco team as European Sales Director, bringing experience in professional sailing, yacht brokerage and new construction. The office is part of the company's continuing expansion: its review of 2025 describes a growing Monaco operation and eight new colleagues joining across the business.

Limassol provides a Cyprus office within that international network. Farther east, the Dubai operation opened in July 2024 in Business Bay, extending West Nautical's presence into the Gulf. Newcastle, Monaco, Cyprus and Dubai together show why the company should be understood as an international yachting business with strong British roots. For an owner, the relevant connection may be a sale, a charter booking, a technical question or the next stage of a new-build project.

From the Tyne to the Mediterranean

Buying is the most visible beginning. A prospective owner brings a budget, an idea of how to travel and often a long list of competing priorities. A yacht that works beautifully for a fortnight of summer entertaining may be less suited to extended family cruising. The broker's task is to connect the ambition with a practical choice, then help the client move from a shortlist towards a transaction.

West Nautical's sales team includes European Sales Director Simon Gibson, Sales Manager Ben Walker and brokers working across several markets. Their place within a wider management organisation is significant. Ownership does not end with the purchase agreement: the yacht needs a crew, a maintenance plan and a financial structure that supports the way it will be used.

That is where the business becomes more interesting than a catalogue of yachts. A sale, a charter booking and a refit may appear to be separate services, yet they frequently meet around the same vessel. A planned maintenance period affects charter availability. A change in an owner's cruising programme can alter crewing needs. A refit can improve the experience on board while demanding careful control of time and expenditure.

From the Tyne to the Mediterranean

The management operation gives those connections a working home. Technical specialists deal with machinery, defects and upgrades; vessel managers coordinate operational requirements; accountants follow the expenditure. Captains remain central to life on board, supported by shore-based colleagues who can organise the next step while the yacht is elsewhere.

There is also a less obvious connection between Newcastle and the Mediterranean: training. West Nautical's Captain's Command and Control programme uses simulator-based exercises to place delegates in demanding situations. Its 2025 programme brought participants together from yachts around the world. The emphasis is on judgement under pressure, a different kind of expertise from the social ease usually associated with luxury travel.

The company's account of 2025 offers a revealing view of its rhythm. The team attended Boot Düsseldorf and the Dubai International Boat Show early in the year, followed by Mediterranean charter events, Cannes, Southampton and Monaco. These are working opportunities to inspect yachts, meet industry colleagues and understand what clients will encounter in the coming season.

From the Tyne to the Mediterranean

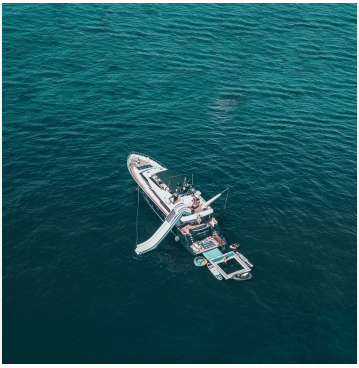
In Cannes, Lady Amanda was among the yachts shown by the team. Her appearance places a specific vessel within that calendar of inspections and meetings. A charter yacht is experienced through much more than her principal dimensions: deck space, the crew's welcome, equipment and the feel of the accommodation all influence whether she suits a particular group.

Away from the show stands, the year included north-east charity events, team cruises along the Tyne and participation in Monaco's No Finish Line walk. Those activities give the business a human scale. The same people who prepare an international yacht programme also work within local communities and spend time together outside the office.

West Nautical's story is therefore best understood through its connections: a British operating base and international reach, a commercial relationship and a technical responsibility, a yacht's public appearance and the work beneath it. The photographs begin the conversation. The organisation behind them determines what happens next.

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From the Tyne to the Mediterranean



Lady Amanda · West Nautical

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PEOPLE

Meet the people behind the programme

Behind a well-run yacht is a surprisingly varied cast. Brokers and charter specialists are the public faces, but technical managers, crew recruiters, accountants and administrators shape the experience just as decisively. West Nautical's team brings those disciplines into one organisation, with named responsibilities rather than an anonymous promise of service.

Meet the people behind the programme



West Nautical team at Monaco, 2025 · West Nautical

Founder Andrey Lomakin sits within a leadership group that includes Managing Director Geoff Moore and Managing Partner Dmitry Lukin. Chief Operating Officer Neil Schofield and Chief Financial Officer Jana Ladju cover the operational and financial sides of the business, while Simon Gibson leads the Monaco team and European sales. The combination reflects the range of work involved: finding business, delivering it and maintaining control of its practical demands.

In sales, the team extends beyond the senior names. Lorenzo Davin works as a retail yacht broker, Lucas Theodosiou as a yacht sales and charter broker, and Euan Dodd as a yacht sales broker. Anastasia Blinova is listed as a branch sales director. Ben Walker, Graeme Walker and colleagues in business development help maintain the relationships through which an enquiry becomes a serious conversation.

Support roles make those conversations workable. Sofia Ahr assists retail charter and sales, while Georgia Alkiviades supports the sales department. Emma Morgan assists the managing director on charter matters. A complex yacht enquiry can involve several diaries, documents and locations; keeping those elements aligned is a substantial part of the service rather than an administrative afterthought.

Meet the people behind the programme

The technical side has its own clear structure. David Ormston is Technical Director and Peter Baker is Technical Manager. Their disciplines concern the physical yacht: its systems, its condition and the work required to keep it operating. A decision about an upgrade has consequences for scheduling and cost as well as engineering, which is why these roles need to work closely with the rest of the management team.

Kristina Hogg is a Vessel Manager and Steven Crook a Vessel Operations Manager. Gemma Irwin supports vessel management, while Paul Hicks is a Project Manager. Together, those roles describe a bridge between the owner, the yacht and the shore office. The practical questions may be small individually, but a successful season depends on many of them being answered at the right time.

Crew matters introduce another set of human responsibilities. Oksana Huntingdon is Crew Manager, and Kate-Lynne Shaw combines crew recruitment with crew assistance. Recruiting is only one stage of the relationship. A yacht's team must work together in confined quarters, respond to an owner's programme and maintain professional standards through a demanding season.

Meet the people behind the programme

Charter management is led by Tina Collins, with Charlie Nicholson working as Senior Charter Broker and Manager. Leanne Le Roux assists charter management, alongside colleagues who support bookings and communications. This team sits between the yacht's commercial presentation and its operating reality: what can be offered, when the yacht is available and what guests are hoping to experience.

Money has its own specialists. Head Accountant Lee Bury works alongside Senior Yacht Accountant Sophie Marsden and Yacht Accountant Becca Dodds. Marcus Underwood is Financial Controller and Company Accountant, with Yulia Boeva in accounts. The distinction between yacht accounting and company accounting matters: an owner's operating expenditure and the service business's own finances are different responsibilities.

The marketing team gives this broad operation a public voice. Georgia Mosley heads marketing; Zoe Smith manages marketing and content; Simran Srao coordinates digital marketing; Erika Wright works in creative design. Sarah MacKenzie combines public relations with other business responsibilities. Their work helps translate the details of a yacht and its service into material that a prospective client can understand.

Meet the people behind the programme

Rebecca Kennerley provides executive assistance and business support, while Elena Demosthenous is listed as a director. These names complete a picture that is much richer than a single sales contact. A yacht business depends on continuity: the right information reaching the right colleague, decisions being recorded and follow-up taking place after the client has left the room.

For an owner or captain, the value of this structure is clarity. A question about machinery, a crew placement, a charter programme and a set of accounts do not all belong on the same desk. Knowing the people behind each discipline makes the organisation easier to understand—and brings the business of yachting back to the people who actually do it.

Enquire about this article

Meet the people behind the programme



Simon Gibson, Ben Walker and Geoff Moore · West Nautical

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LIFE AFLOAT

A yacht's working life

A yacht's calendar is a balancing act. The owner may want uninterrupted summer use, charter guests may be planning months ahead, and the captain may already be thinking about a winter refit. West Nautical's management services address that full working life, joining operational, financial and crew support with the planning of larger projects.

A yacht's working life

Start with the machinery. Technical management involves recording defects, considering upgrades and helping to organise the response when something needs attention. The shore team works with the captain, engineer and crew, so information from on board can become a planned action rather than a problem that remains in a notebook until the next port.

The details matter because yachts combine many systems within a relatively small space. Accommodation, electrical equipment, propulsion and hotel services are interdependent. Even a seemingly straightforward change may require access, parts, specialist labour and a suitable window in the itinerary. Good planning gives those requirements a place before they disrupt a trip.

West Nautical also describes support in dealing with insurers when repairs or claims arise. That adds another layer of coordination. The technical facts must be communicated clearly, documents need to be available, and the owner needs to understand how the practical work relates to the wider process. The shore organisation becomes a point of continuity between specialists. With offices in Newcastle, Monaco, Limassol and Dubai, international coordination is part of that picture.

A yacht's working life

Crew management runs alongside the technical programme. A capable yacht needs a team with the right qualifications and a workable mix of experience and personalities. Recruitment, selection and payroll are linked to the vessel's day-to-day performance. A beautifully prepared interior or a well-maintained engine room is ultimately the result of people applying their skills consistently.

Safety and compliance add a further timetable. Operating manuals, certification and supporting documentation need attention across the year, not only when the yacht is due to leave the dock. West Nautical includes certification monitoring and on-call assistance within its management offering, connecting routine preparation with support when an urgent question arises.

A refit concentrates many of these responsibilities into one project. Work has to be defined, a yard period arranged and expenditure monitored against a changing picture of what is required. The most attractive improvement is not necessarily the first task to tackle. Access, dependencies and the yacht's next commitments influence the order in which work can sensibly proceed.

A yacht's working life

New-build management begins earlier still. Before there is a finished yacht to inspect, there are requirements to clarify and decisions to make with designers and the builder. The owner's ideas have to become something that can be specified, constructed and operated. It is a long conversation, and its quality affects far more than the first impression at delivery.

The financial side provides the thread through all of it. West Nautical's service description includes managing operating funds, paying invoices and supporting practical arrangements such as prepaid cards and cash-to-master transfers. These are not glamorous details, but they enable a yacht to function in places where the next supplier or service requirement may be far from the owner's home office.

Charter introduces an additional perspective. A yacht has to be presented attractively, yet her commercial programme must also fit the crew's workload and the vessel's condition. Lady Amanda's appearance in West Nautical's 2025 Cannes programme illustrates how a yacht becomes part of the public-facing business, inspected and discussed by people who will help match her to future guests.

A yacht's working life

Training belongs in this working picture too. Simulator exercises allow captains to practise decision-making in demanding conditions before those conditions become a real incident. The company's Command and Control courses focus attention on communication and judgement, complementing the technical and administrative work that takes place ashore.

Seen together, these services describe ownership as an ongoing project. The sale is one milestone and a memorable charter another. Between them are hundreds of less visible decisions, made by people whose expertise is measured in how smoothly the next day unfolds. That is the part of yachting that a striking exterior photograph can never show on its own.

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A yacht's working life



Captain’s Command and Control course delegates, 2025 · West Nautical

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