

Turning Dreams Into Reality

An Interview with Anders Kurtén, Chief Executive Officer, Fraser Yachts

EDITORS' NOTE *Born in Finland and with a pioneering background in solutions-based IT services and the 360 approach of the "Internet of Things" (IoT), Anders Kurtén has a proven track record in applying that knowledge and "out of the box" thinking for the benefit of innovative start-ups and legacy brands throughout his 25 years of management, sales, marketing, and product development experience across both the marine and luxury sectors. A seasoned and spirited keynote speaker and industry ambassador, Kurtén has shared his insights on many aspects of yachting including the future of the marine industry, the evolving world of UHNWIs and, importantly, the vital role to be played in ensuring sustainability remains top of the agenda as an industry which, now more than ever, has more reason to work together as one entity than ever before.*



Anders Kurtén

COMPANY BRIEF *Fraser (fraseryachts.com) is the largest and longest-established full-service yacht brokerage in the world. The company's global team handles a portfolio of yachts with a total value in excess of \$6 billion. The key to its longstanding success has always been an obsessive focus on excellence, integrity, and discretion. Fraser's team of more than 230 specialists around the globe offer highly experienced client support and professional guidance in all key sectors including: Sales and Purchase, New Build Management, Yacht Management, Charter Management, Luxury Yacht Vacations, Yacht Marketing and Crew Placement. Fraser recently made headlines as the first brokerage to adopt the Yacht Environmental Transparency Index (YETI), a method of data collection and environmental performance transparency, and a bold step toward sustainability in yachting.*

Will you discuss your career journey?

I have a business degree from the Swedish School of Economics and Business Administration in Helsinki, Finland. After graduation I originally went into IT – this was during the early years of the World Wide Web in the mid-'90s. After a few years working for various Internet startups both in Europe and the U.S., I then transitioned into wooden boatbuilding, spending a few years at vocational school and also restoring wooden boats. In 2005, I moved

back to the business side of things, taking on the CEO role for a company building semi-custom performance sailing yachts, and in 2011 transitioned yet again – this time to run new product development and marketing for a large production powerboat manufacturer. Neither of these were by any means in superyacht territory sizewise, but 2019 saw me take on a new challenge as CEO of Baltic Yachts – the premier builder globally of full-custom, carbon composite sailing superyachts. Baltic Yachts was essentially a full financial

and strategic turnaround case, so upon completion of that it was a natural progression to join Fraser in 2023.

How do you define Fraser Yachts' mission and purpose?

Our mission is to provide the finest experiences, delivered by the foremost team. In short: Fraser First and Foremost. The goal is to provide unmatched service with our clients' needs at the heart of everything we do. As the world's top

yacht brokerage, we're committed to excellence and ensuring a smooth, rewarding experience for yacht owners, charterers, captains, and crew. Since 1947, we've been simplifying yacht ownership and crafting unforgettable charters, making the process seamless and stress-free. We don't just meet expectations – we exceed them. With our deep market knowledge, tried-and-tested solutions, and a truly global network, we add real value for our clients. We're here to help turn dreams into reality, and that aspiration continues to define who we are and what we strive to achieve every day.

Will you provide an overview of Fraser Yachts' services?

Fraser Yachts is the world's leading and longest serving full-service yacht brokerage, offering an unmatched range of services designed to support every aspect of yacht ownership: buying, selling, chartering, and management. Our team of worldwide specialists provides expert guidance across key sectors, including Sales and Purchase, New Build Management, Yacht Management, Charter Management, Luxury



Lazzara UHV 100 yacht underway



Purpose at anchor (above) and the yacht's aft deck dining area (below)

Yacht Vacations, Yacht Marketing, and Crew Placement. For buyers, our brokers leverage decades of experience and a dedicated Central Intelligence Department to source the finest yachts – both on and off the market. For owners seeking to build, our New Build Management team oversees every phase of construction, from selecting the shipyard all the way through to delivery. Charter clients benefit from the largest team of brokers in the industry, with knowledge of over 3,500 available yachts, ensuring the perfect match between client, yacht, crew and destination. With multiple offices covering most continents, the Fraser Yachts team can support your yacht wherever it is in the world – in over 25 different languages.

What have been the keys to Fraser Yachts' industry leadership, and how do you describe the Fraser Yachts' difference?

In an industry where every yacht, owner, and transaction is unique, our greatest asset is trust – trust that we earn through integrity, expertise, and an unwavering dedication to our clients. We don't just manage some of the world's most valuable superyachts – we build lasting partnerships based on discretion, reliability, and a deep understanding of our clients' needs. With over 230 team members worldwide, Fraser's size and experience allow us to provide a level of all-encompassing service that smaller operators simply cannot match, even though it's never been our goal to be the biggest – as long as we're the best. As the industry has evolved, we've remained at the forefront by providing expert guidance at every stage, especially for the growing number of new owners navigating the complexities of superyacht ownership. Our in-house business intelligence team is a unique advantage, offering clients real-time access to market data, pricing trends, and technical insights to support informed decision-making. Through consistency, innovation, and an unrelenting commitment to our clients, we continue to be the finest name in superyachts. Once again, Fraser First and Foremost.

How important has it been to build the Fraser Yachts' team, and will you highlight the expertise and experience of the team?

This is an industry that really revolves around the people. We are essentially enabling and facilitating our customers' dreams, while operating in an environment of extreme scarcity. The yachts are mostly one-of-a-kind, and the customers' also all have their own preferences and definitions of what constitutes "the dream." Now, it is a great blessing to be the custodian of a company with a remarkable history and a strong brand, but at the end of the day our main asset is our people. I am very fortunate and blessed to have a top notch, talented team around me with diverse skillsets from within the industry, from adjacent industries like shipping, as well as completely different industries like high-end fashion and luxury travel. Diversity both in terms



of experience as well as cultural backgrounds is a genuine asset – almost a prerequisite – as the clientele is truly international, as well.

What do you feel are the keys to effective leadership and how do you approach your management style?

I would like to think that I am a fairly straightforward, pragmatic leader. I feel a strong affinity with management gurus Tom Peters and Robert Waterman who refined the concept of "management by walking around" – which, obviously, is different in a non-production environment such as Fraser, but still valid from a perspective of staying visible, approachable and consciously encouraging two-way communication. Starting from a coherent strategy, the trickle down to execution is really the key challenge. But really to me, the best way to ensure stellar execution is to surround myself with people who are the very best at what they do. We also endeavor to be pretty clear internally about what the end goal, or vision, ultimately is: for Fraser, to be the world's number one superyacht services company – first for service, first for knowledge and first for experience. Our core is really understanding and transforming each client's unique dreams into exceptional, globally delivered experiences.

What are your priorities for Fraser Yachts as you look to the future?

My firm belief is that to become truly excellent at something, the path is way shorter if you start with something that you are already good at. So, we will continue to focus on our core values: integrity, trust and respect as they have served us well for the last 78 years, all the while remaining agile both in terms of the technology available to us, and in terms of identifying and pursuing business in emerging markets. We are also fortunate to have a strong, industrial owner: MarineMax. Having an owner who is committed to our success in the long term is a hugely beneficial factor in this industry. ●