

ST KILDA BOAT SALES

AND SERVICE CENTRE

Biography

DARREN FINKELSTEIN; THE BOAT GUY



For anyone looking for advice about buying, selling and maintaining a power boat, Darren Finkelstein is *the* guy. In fact, he is *The Boat Guy*.

A best-selling author with a penchant for all things marine, Darren's love affair with boats started from an early age.

Introduced to the sea through fishing expeditions with his father, Darren's first boating experiences were learning to water ski growing up in Melbourne. He bought his first boat at age 18 in partnership with a friend and eventually followed his father-in-law's advice to purchase a small half-cabin cruiser.

But a boating life wasn't always on the cards for Darren. Beginning his vocation as a bank teller, Darren soon moved onto a career in corporate IT, working for the likes of Fujitsu/ ICL and Apple for ten years during the inspirational Steve Jobs era.

"I was fortunate enough to manage Apple's commercial markets and channel partners across the southern region of Australia, which involved regularly jetting off to Apple Headquarters in California for meetings with Steve Jobs and design guru Jonathan Ive. Unfortunately, this all changed when I arrived at work on September 11 and was made redundant," Darren explains.

Darren took this as an opportunity. He yearned for a 'sea change', and he made just that. He offered his services at the boat sales office at St Kilda Marina where his cruiser was docked and was soon granted the chance to buy the business.

Vowing never to return to a 'real' corporate job, Darren merged his life-love of boating with his proficiency in sales into his profession, founding St Kilda Boat Sales and Service Centre in 2002 with his business partner Andrew Rose.

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For media information please contact:

Elie Zuch at PR Manoeuvres T: 03 9510 6000 E: ezuch@prmanoeuvres.com.au OR
Sam Elam at PR Manoeuvres T: 03 9510 6000 E: selam@prmanoeuvres.com.au

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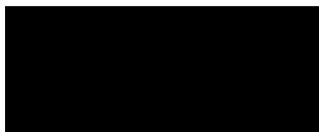
St Kilda Boat Sales is a second home for boat buyers and owners. Through the sale of new and used power boats, Darren and Andrew service, repair, fuel and wash over 300 boats per year at the marina. Their focus is on a complete and pleasurable boat ownership experience- getting out of the office, connecting with family and friends, giving kids a sense of achievement in planning a journey- this is what really floats their boat.

Always one to challenge himself, last year Darren authored his first book. The content? Boats of course!

“Honey, let’s buy a BOAT is a common sense guide to boating. I have incorporated my 30 years of experience into a 360-page book filled with expert tips, essential information and all things boat-related.”

Darren is many things to many people; a long-time boatie, keen fisherman, slalom water-skier, entrepreneur, corporate speaker at boat shows Australia-wide, Director and Board member of the Boating Industry Association of Victoria and wannabe pro surfer with average ability. But more than anything, he is *The Boat Guy*. And that’s the way he likes it.

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For further information, visit www.stkildaboatsales.com.au
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Sam Elam at PR Manoeuvres T: 03 9510 6000 E: selam@prmanoeuvres.com.au**