



# A day in the life of...

# Luke Yeates

**Luke Yeates** works for marine fittings and product specialists Sea Sure

**Full name:** Luke Yeates

**Age:** 25

**Star sign:** Sagittarius

**Born/brought up:** Born London/ brought up in NZ/Dorset

**Where are you based?** Southampton

**Nicknames:** Skywalker, Lukey Pukey (that's what the girls in the office call me to wind me up)

**Job title:** Technical sales

RIGHT Sailing the Hobiecat during a test run with Y&Y.

**What does that entail?** Sea Sure is quite a small firm, so a bit of everything really but mainly dealing with technical issues, product design, development, market research, and sales.

**Pets:** none

**Favourite food/drink:** chips/beer

**Favourite films:** Team America

**Top pinup:** Don't know - too many to choose from!

**Five essentials on a Caribbean Island:**

Hobiecat, yacht, cocktail bar, boat shed, some people to race against, cricket bat and ball, that's six but cant drop anything from that list.

**What's under your bed?** Line plans of boats

**Favourite sailing club:** Many, I really cut my teeth at Swanage SC so that is pretty special for me.

**Favourite boats to sail:** Anything, that goes quick. PY700 or better for dinghies and cats, and 1.200 and above for yachts

LOW Luke competing in the Hobiecat during the Chipelago Raid.



PHOTO: JEREMY EVANS\*

**Do you own a boat?** Four in total!

**Education:** College

**Most hated subjects at school?** RE, English, didn't really hate them just thought sailing would be a better use of my time.

**Other sports or hobbies:** Cycling, climbing, kayaking, swimming, running, boat maintenance, pool, snooker.

**How did you get to where you are today?**

Sea Sure were looking for a reasonably experienced sailor with good technical knowledge to become a sales assistant, my role grew from that. I ended up following the design process through from the very first call from the customer to the finished product leaving the factory.

**Your typical day:** Cycle the 10 miles to work, get to work about 0800-0830, pile through my emails, normally orders and technical questions typically 20-40 of them. Take a few phone calls, administer some orders, whilst working with the tool room staff on the development of new products, looking for new customers, new products and market share, maintaining existing customers and increasing sales through added value. During the summer there is always some racing on the Hamble or at Weston SC my local club, then a few beers in the pub and cycle home again, or crash on my yacht depending on how many beers I've had!

**Who was the last person you spoke to on the phone?** Chris Tunstall's answerphone

**Can't get through the day without...**

getting hassled to tidy my desk!

**Essential tools for the job:** Computer, pen, lots of big machines for bashing metal, extremely skilled engineers and toolmakers, keenness to make stuff better.

**What can you see out of your office window?** The Clock Tower, Warsash.

**Best part of my job:** Pull-testing products to breaking point, going sailing for 'product development purposes'.

**Worst part of my job:** Having to go home at the end of the day!! (Pay rise please boss if you're reading this!)

**Best memories:** Christmas party '08 - that was a good one, apologies to the Rising Sun for the broken tables, turns out they aren't designed for dancing on!

**Most amazing sailing experience:** Many, but sailing round Cape Wrath at 0200hrs on a Hobiecat was pretty interesting.

**Most embarrassing moment:** Forgetting names of the crew I sail with and replacing the name with 'Oi'!

**Who/what inspires you?** Ernest Shackleton / Endurance

**Favourite quote:** You've got to have the

bad to appreciate the good - makes me happy to sail on a rainy December day!  
**By the time I'm 70 I would like to have...** raced round the world, set/broken some more records, retired a millionaire and have the ability to go racing/sailing anywhere, anytime. ■