

Press Release

BlueNav announces the appointment of Xavier Lachérade as CEO

Arcachon, January 16, 2025 – BlueNav, an innovative player in the field of boating, announces the appointment of Xavier Lachérade as CEO. This appointment marks an important strategic step for the company, with the ambition of strengthening its market position and accelerating its development in a growing sector. The focus is particularly made on electric motorization for boat hybridization, aiming for a more responsible and intuitive navigation.

A key experience for the evolution of Bluenav

Xavier Lachérade has 18 years of experience in high-responsibility positions. After working at General Electric Healthcare, where he developed expertise in project management, industrialization and logistics, he joined Aldebaran, a leader in humanoid robotics, in 2014. As CTO, he led the industrialization of the startup before its integration into the SoftBank Robotics group. In 2019, he was appointed Managing Director of SBRE, where he led reorganization plans, restructured R&D, optimized the distribution model and diversified the product portfolio. In 2021, he orchestrated the change of shareholder allowing Aldebaran to join URG in 2022, while leading the launch of Plato, the first French service robot based on the innovative CobotX concept. Since January 2024, Xavier Lachérade has joined BlueNav as Chief Operating Officer (COO), where he has played a key role in optimizing operations and developing the company's strategy. With his expertise in project management, industrialization and technological innovation, he has helped strengthen BlueNav's capabilities, preparing the company for its new challenges. This first year has laid the foundations for the transition to his new role as CEO, where he will now lead the company's overall strategy.

A new direction for the company

The appointment of Xavier Lachérade is part of a dynamic consolidation of BlueNav to meet the growing challenges of the nautical sector. As CEO, Xavier will aim to develop the company by intensifying its commercial expansion in Europe, consolidating its industrial transition and strengthening its innovation capabilities.

'Taking the helm of BlueNav is an exciting challenge for me: to develop a company that places technology at the service of the environment and user experience. My goal is to continue our innovative approach to boat hybridization, by offering navigation solutions that are simple, reliable, sustainable and responsible,' said Xavier Lachérade, CEO of BlueNav.

BlueNav's vision for 2025

At the beginning of this year, BlueNav's vision is clear: to continue to transform navigation into a responsible and sustainable activity, while making the experience more accessible and intuitive for all. The company combines hardware and software technologies with dedicated services to best support its customers in the hybridization of their boats. By integrating innovative solutions for hybridization and all-in-one electric propulsion, BlueNav strives to offer a cleaner, quieter and more efficient way to enjoy motorized navigation. Each sea trip thus becomes an experience allowing users to fully enjoy nature while respecting it.

"At BlueNav, we believe that it is possible to combine innovation, performance and sustainability. We have a key role to play in the transformation of the nautical sector, by offering optimized hybrid solutions that reduce the environmental impact. I am enthusiastic about handing over the reins of BlueNav to Xavier so that he can lead it towards this new horizon and contribute to writing the next pages of its history," concludes Hervé FROUIN, the founder and former director of BlueNav.

About BlueNav

BlueNav is an innovative leader in marine technology, specializing in the design and production of hybrid and intelligent propulsion solutions for boats. The company focuses on eco-responsibility, smart navigation and ease of use, developing products that enhance the boating experience while respecting the environment. With advanced technologies such as virtual anchor, side docking, autopilot, heading hold functions and BlueSpin engines, BlueNav is transforming the way boaters interact with their vessels, offering safer, greener, more efficient and more enjoyable solutions. The company is working towards a future where boating is accessible, sustainable and respectful of the planet.

For more information, visit BlueNav's website at www.bluenav.com.

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