



Sea Cloud Cruises Strengthens Leadership and Corporate Structure

Hamburg-based luxury sailing cruise line strengthens leadership and introduces new holding structure

Hamburg, August 27, 2026. Sea Cloud Cruises is strengthening its leadership and corporate structure: The Hamburg-based luxury sailing cruise line is bringing the companies together under the umbrella of a holding company and strengthening the leadership of Sea Cloud Cruises GmbH.

Shareholder Maximilian Block joins the management team, while longtime cruise industry executive Ralph de Klijn will serve as Owner's Representative. Block brings experience in shipping, finance and corporate development. De Klijn has more than 25 years of international experience in the operational and commercial management of premium and luxury cruise lines. Victoria Seidel and Adam Pazdzioch remain part of the management team.

"Sea Cloud Cruises is a strong brand with a long tradition and an exceptional product. With the new structure and the expanded leadership team, we are strategically positioning Sea Cloud Cruises for the next phase of development," states Maximilian Block and his colleague Ralph de Klijn adds: "We aim to expand our business in our existing core markets and strengthen our presence in additional international markets. To this end, we will also make targeted investments in new technologies."

The DACH region (Germany, Austria and Switzerland) remains one of Sea Cloud Cruises most important markets. At the same time, the company is expanding its business in the U.S. and other international markets. As previously announced, Kevin Smith has been appointed as President, the Americas, responsible for further developing existing partnerships.

An advisory board will support the management team in the future on strategic issues and corporate development. Heino Schmidt, a long-standing member of the shipping company Hamburg Süd management board, will serve as chairman. Other members include Hermann Ebel, who is moving from operational management to the board, and Oliver Förster LL.M., partner of HUTH DIETRICH HAHN Rechtsanwälte PartGmbH, Hamburg.

About Maximilian Block

Maximilian Block, shareholder and member of the management team, has been actively involved in the development of Sea Cloud Cruises for several years. He has operational experience in the shipping industry as a ship broker as well as extensive expertise in company management and development. He played a key role in the establishment, development and sale of PROIMMO AG, the real estate company he co-founded.

About Ralph de Klijn

Ralph de Klijn, Owner's Representative and member of the management team at Sea Cloud Cruises, has more than 25 years of international leadership experience in the premium and luxury cruise industry. He has held executive positions at leading cruise lines including Silversea, Seabourn, Regent Seven Seas



Cruises and Viking. His expertise includes commercial and operational management, product and sales strategy, and corporate transformation.

About Sea Cloud Cruises

Sea Cloud Cruises has been offering luxury sailing cruises since 1979. Aboard its yachts, traditional sailing meets upscale comfort - with small groups of guests and a private-yacht atmosphere. The take guests to select sailing destinations in the Mediterranean and the Atlantic, as well as to the Caribbean and Central America. Off the beaten path, guests experience extraordinary moments both on board and ashore.

Media contact

Mike Hicks (The Americas)

E-Mail: michael.hickspr@gmail.com