



21ST CENTURY SAILING EDUCATION

Professional Profile

DeVaul “De” Henderson

Director of Development, NauticEd International Sailing Education

DeVaul “De” Henderson is Director of Development at NauticEd, focused on continued growth of their state-of-the-art corporate-wide programs, school development, school/instructor/student support as well as marketing and media.

In partnership with NauticEd, De co-developed the first combined online knowledge and on-the-water practical training program for basic sailing education, which has set a new industry benchmark. NauticEd features an extensive e-learning theory curriculum for sailing knowledge coupled with practical on-the-water skills training programs facilitated via a global network of experienced instructors. To date, NauticEd has provided more than a quarter million sailing courses to students worldwide.

De brings more than 15 years of direct marine industry experience to this key leadership role, coupled with 30+ years of personal sailing and powerboating experience. He previously served as director and/or general manager of multiple sailing schools, clubs, and programs throughout North America.

In his sailing tenure, De has worked with scores of instructors and thousands of students to achieve their sailing goals: from beginners just learning the ropes, to experienced sailors seeking to achieve charter certifications or international sailing adventures, to supporting and facilitating the ongoing education of advanced practitioners including long-distance passage-makers. Above all, he’s committed to helping maximize the educational endeavors of students to achieve their greatest personal competency and sailing fulfillment goals.

A key personal achievement includes his affiliation with the first sailing school in the U.S. to adopt and become NASBLA-approved for American National Standards for on-water recreational sail training. Other stellar personal accolades include the development of international training and adventure sailing programs in Guadeloupe, the British Virgin Islands, Croatia, Mexico and Greece, along with creating corporate team bonding and wellness sailing programs for clients such as Microsoft and Nike, among others. A particularly meaningful distinction, De was the recipient of Oregon’s (OHCF) Community Champion Award for his personal commitment and successful launch of a sailing program for the terminally ill.

In addition to his achievements in the sailing world, De spent 24 years in high level corporate sales, marketing and partnership programs representing the entire gamut from hot, emerging start-ups to \$200+ million blue chip corporate programs. He's managed multiple national accounts such as Home Depot, Lowes, Barnes & Noble, Wal*Mart, among others, plus directed development activities for the likes of Better Homes & Gardens, Parents, Fitness and Traditional Home. His work has encompassed consumer/retail/integrated marketing campaigns, along with co-marketing programs alongside partners such as Time Warner, Hearst and Condé Nast in both North American and international markets. His media and consumer marketing experience are put to great use in the global marketing and school development initiatives for NauticEd.

When De's not focusing his considerable efforts on any number of sailing initiatives, you can likely find him coaching Key-Pen Pirates, a youth mountain bike team; advising Sail2Change, a non-profit that supports marginalized youth; and spending time enjoying life with his wife, two kids, dogs and canary.

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Media Contacts:

Wanda Kenton Smith, wanda@kentonsmithmarketing.com; 407.697.8055

Joel Staley, joel@jcs-communications.com; 407.242.9994

Source: NauticEd