



**KIM CLIFFORD**  
MANAGING DIRECTOR, INCAT MARKETING PTY LTD

Kim Clifford was formally appointed as a Director at Incat in May, 1996, although as the daughter of Incat's founder and Chairman Robert Clifford it is fair to say that Kim's involvement with Incat began some twenty years earlier. The previous five years she worked with BHP International Chartering in Melbourne.

Incat Marketing Pty Ltd under Kim's direction deals with the marketing and promotion of the Incat product, organisation and personnel, including all initial enquiries for vessel purchases and charters. The group is responsible for all corporate public affairs and media liaison. The aim is to build and foster long term relationships with its customer.

Kim has spent extended periods of time aboard US Military vessels on charter with Incat USA working with US personnel in a Public Affairs capacity for the Incat Group. Her role in the successful charters of vessels to the US Military was to broaden the branding of the product, through presentations, publications and the establishment of working relationships between the builder and the customer and end user of the product.

A good understanding of the high speed code in regards to interior design and usage of products in high speed craft, has also enabled Kim to become heavily involved in the interior design aspect of the business.. Kim has worked with customers as far reaching as Japan, South American and Europe in the selection of interior fit-out and design elements to suit to the customer's specifications.