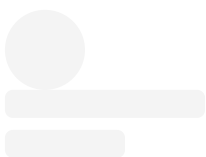


# Superyacht Stardom – how the yacht guy got insta-famous

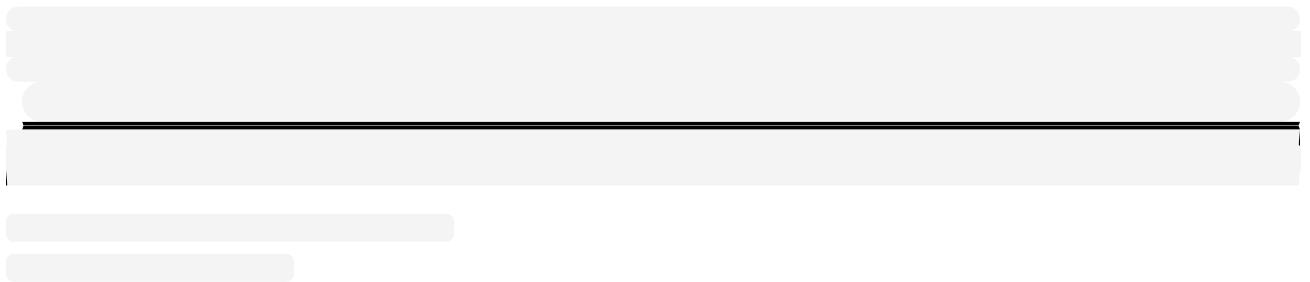
To many of us, it seems TheYachtGuy appeared overnight – suddenly there he was, top of our Instagram feeds, aboard yet another superyacht. For Alex Jimenez, the man behind the handle, it was 10 years of hard work and dedication. We caught up with Alex to find out how he made it into the superyacht spotlight.

Q1. Life before The Yacht Guy – Before introducing yourself to the superyacht world as 'TheYachtGuy', what was life like for Alex Jimenez?

I don't think much has changed, really. I'm just a regular guy with a job. It's a really cool job, granted, but for the most part, aside from some more traveling, things have remained the same. I still sit at my local Dunkin Donuts having coffee, watch the family kids if someone needs me, etc. The only time things change is when I have to travel for work, and get fully into YachtGuy mode.



[View this post on Instagram](#)



A post shared by I Am The Yacht Guy (@iamtheyachtguy) on Oct 20, 2019 at 10:20pm PDT

Q2. It seems your Insta fame came overnight, is that the case though? When did you realise you were onto something special with this profile and content?

It definitely did not happen overnight! I found my love for yachting back in 1998 but it wasn't until 2010, when I started posting on Instagram for the sake of saving space on my phone, that TheYachtGuy started to gain a following. So in truth, it's been 10 years.

Q3. What have been some of the highlights so far in your career as TheYachtGuy?

That's a tough question, so many great times it's hard to choose just one! I can definitely say that hanging out aboard MY BINA a couple years' back in the Caribbean for four days was nice – we went to St Barths, St Maarten and Anguilla.

I recently sailed the Bosphorus in Turkey but a highlight of that trip was actually riding in a tiny tender with a few guys

in some really choppy water – I remember all of us laughing and wondering what the hell were we thinking.



[View this post on Instagram](#)



Out on the water during MYS shooting Lürssen's with @taylorchien @tomvanoossanen and @redcharlie1

*A post shared by [Alex J](#) (@theyachtguy) on Sep 26, 2019 at 6:52am PDT*

Q4. As a veritable icon of our industry, what excites you most about it?

Hahaha! Icon, wow, thanks but that's a heavy title – I think that's better left to guys like Tim Heywood, Carlo Riva, Peter Lurssen or Espen Øino. I have a lot of great friends in this industry, and they honestly love what they do. For me, that's always the best part.

Traveling and being on some of the coolest superyachts in the world isn't bad either...



[View this post on Instagram](#)



A post shared by Alex J (@theyachtguy) on Apr 17, 2019 at 11:05am PDT

Q5. Now you're a superyacht industry big-timer and have succeeded in international Instagram acclaim, what's next?

For now, Instagram will probably remain prevalent, however I have recently teamed up with Emmy award-winning producer Taylor Chien to change the way we see yachting and the yachting industry. We're just getting started but 2020 will definitely be a game changer so stay tuned.

Keep an eye out for more news from TheYachtGuy and his forthcoming projects by following him on Instagram, if you aren't already...! [Follow TheYachtGuy.](#)