



A LETTER FROM OUR FOUNDER

A decade in the making, Baja My Love (BML) is born after 10+ years of exploring Baja's open ocean and its remote islands.

When I left the advertising world in Mexico City to kick off Pelagic Fleet, I realized that being closer to the ocean (which was my original purpose) wouldn't be possible while leading a large liveaboard operation that required all of my energy in the commercial and logistics ends of the business. After three years as CEO, during which I rebranded the Solmar V, started Pelagic Safari from scratch, and became a boat designer & builder with the Socorro Vortex, I stepped down and went back to basics to do what I do best: get my hands dirty and share my passion for the ocean with others.

With lens in hand and fins in the water, I am involved in the slightest detail of every expedition we design specifically for you; from scouting and planning to photographing you next to a striped marlin feeding on baitballs somewhere in the Pacific.

Think of us as Adventure Consultants & Experience Brokers crafting private adventures in Baja according to your travel brief, budget, and timetable while always focusing on the experience itself. We never design two identical expeditions because every one of our guests is unique.

To tailor the best possible experience we rely on the following:

- Knowledge of the area & first hand experience
- Our own Ocean Safari fleet
- Tight relationship with local fishermen and operators
- Exclusive network of contacts
- Unique logistic and problem-solving capabilities
- Resourcefulness & creativity

To say the least, welcome to Baja: The Ultimate Playground.

A handwritten signature in black ink, appearing to read "Jorge Cervera Hauser".

Jorge Cervera Hauser
Managing Director & Expedition Leader
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