

## **MICHAEL E. RICKEY**

Senior Manager, Honda Marine  
American Honda Motor Co., Inc.

**Michael E. Rickey is the Senior Manager for Honda Marine**, a division of American Honda Motor Co., Inc. Appointed to this role in April 2018, Mr. Rickey oversees total Sales, Operations and Application Engineering activities for the U.S. region, working to increase volume through the execution of competitive pricing; sales channel expansion; strategic advertising and promotional campaigns; and enhanced communications with OEM and dealer channels. He has been an avid boater for more than 37 years and brings to this position not only a wealth of industry experience, but a love of life on the water.

Most recently, Mr. Rickey served as Senior Manager, Engines and Export Sales for the Honda Engines group. In this capacity, he was responsible for the National Sales, Application Engineering and Operations for domestic Honda Engine Distributors and OEMs. Mr. Rickey also oversaw Export Sales and Operations for Honda Power Equipment and Honda Marine outboards.

Mr. Rickey's 23-year career at American Honda started in 1995 when he joined the company as an Assistant Manager for Export Sales. A decade later, he became National Sales Manager for Honda Marine, and for the next four years, led the development of strategies and sales plans to achieve fiscal year, wholesale and retail sales objectives for the group. Mr. Rickey also successfully expanded the Honda Marine dealer network and strengthened sales support for the division. As of April 1, he has returned back "home" to Honda Marine.

During 2009-2012, he served Honda as National Manager, Engine Sales, Service and Operations and championed the sales and service growth of the established Engine Distributor network and OEM business. Soon thereafter, Mr. Rickey became Engines – Group Manager, and from 2012-2013, he was responsible for Distributor and OEM Sales, Service, Operations and Application Engineering groups.

Mr. Rickey holds a Master of Industrial Distribution (MID) focused in Engineering and Industrial Distribution from Texas A&M University. He also earned a Bachelor of Arts in Spanish and Management from Angelo State University in Texas. During his career, Mr. Rickey served as a Director for several industry boards as well as the Honda Foundation, where he helped meet the needs of American society in the areas of youth and scientific education (STEM) by awarding grants to nonprofits, while strategically assisting communities in deriving long-term benefits.

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