

ABILENE, TX – **Tige Boats** announced today the promotion of Daniel Gutierrez to Chief Operating Officer, a new position within Tige. Gutierrez began his career at Tige Boats in 2004 and most recently served as Director of Marketing and Product Design. Effective immediately, Gutierrez will assume responsibility and lead the charge for new product development, technology implementation, and will strategically position Tige for large increases in brand value and optimum customer experiences.

“Daniel has been an integral part of the forward momentum and progress at Tige,” stated Charlie Pigeon, Owner and CEO of Tige Boats. “He is a trusted leader who consistently delivers results. He is in touch with the needs of our dealer network, and already has a strong relationship with industry experts and our supply chain. It is with great pleasure that we elevate him to this new role so he can continue to provide meaningful contributions to our company and team.”

Gutierrez’s marketing and product background, coupled with his industry expertise and passion for boating, provides him with the skills and leadership to be an extremely effective COO. In Gutierrez’s past role, he was responsible for leading the overall strategy and execution of the marketing department. Over his 9 years as Director of Marketing, Gutierrez’s creative strategies have helped shape and grow the Tige brand to what it is today. He has also implemented leading technology that has placed Tige at the forefront of the boating industry.

In addition to marketing, Gutierrez has directly led the design and styling of 17 new Tige boat models as well as multiple product line overhauls. He is critical of detail, calculated in perspective, and believes that great ideas are simply ideas until they are real.

Gutierrez has a bias towards action and a belief that you are only as good as your team. “Our success is built on teamwork and a clear focus and direction moving forward. I feel very confident that our team and brand has another level ahead of us,” stated Gutierrez. “We’ve experienced significant growth over the past years, and I am excited to move forward aggressively and continue to think big.”

Gutierrez will be based out of Tige headquarters in Abilene, TX along with his wife Tiffany and their 4 kids. He serves as a board member for the Water Sports Industry Association (WSIA), is involved in multiple charitable organizations in Abilene, and is a 3-time guest speaker at Dreamforce, a Salesforce convention. He is proud to continue the growth of Tige Boats in the Abilene community.

Gutierrez added, “I have put my heart into everything about Tige over the past 14 years, and I am extremely grateful to the Pigeon family for the opportunity and Charlie’s many years of mentorship. With Tige being a family-owned boat brand, we have a unique opportunity to maintain a culture that keeps the focus on watersport and wake boat progress, while our publicly traded competitors are focused on acquisitions in other segments. I am confident that our passionate focus will continue to create an incredible experience for our employees, dealers and our customers.”

Going on 28 years, Tige Boats continues to place innovation and passion at the heart of their boats. Today, Tige keeps these values alive with one common goal in mind—to make your ride better than anything else on the water. From their world-class manufacturing facility and across the 2019 product line, Tige’s consistent design-driven mentality has refined the marketplace, while forever intensifying the love of life on the water. Become a part of it at [tige.com](https://www.tige.com).