



23618



1572 NW 165th St., Miami, FL 33169

## INDUSTRY INSIDER PATRICK SULLIVAN JOINS ARGOS NAUTIC

Patrick Sullivan has joined Argos Nautic, the manufacturer of semi-custom luxury RIB tenders and day boats, to lead its sales and marketing efforts. Company CEO Ignacio Vadillo made the announcement.

In his new role, Sullivan is targeting brokers, charter companies and dealers of 50'-100' vessels to establish and foster relationships with yacht owners and their representatives, as well as yacht OEMs. He leads new business development, venturing into new, yet-to-be-tapped markets. Aside from telling the Argos Nautic story, he is optimizing the recently redesigned website to leverage its capabilities as a digital marketing and sales platform. Located in Miami, he conducts sea trials throughout the area.

Most recently, Sullivan was the senior executive sales representative and manager for Apax Partners Boats Group, formerly Dominion Marine Media. Prior, he worked for Active Interest Media and CurtCo Media Labs, publisher of the *Robb Report*.

"Patrick approached the boatbuilding business from a unique angle," said Vadillo. "He has a fresh perspective, and understands the nuances of marketing and selling luxury goods. We're excited to have him as part of our team."

Contact Argos Nautic, 1572 NW 165th St., Miami, FL 33169. 786-520-4700. [www.argosnautic.com](http://www.argosnautic.com).