



Marine Industries Association
of South Florida
Since 1961

FOR IMMEDIATE RELEASE

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**JAMES MAITLAND TO JOIN MARINE INDUSTRIES ASSOCIATION OF SOUTH FLORIDA IN NEWLY
CREATED VICE PRESIDENT ROLE**

Fort Lauderdale, FL – The Marine Industries Association of South Florida (MIASF) announced that James Maitland, formerly of Oceanmax International, will take on the newly created vice president role beginning May 15th. As national sales director for Oceanmax, worldwide distributors of Prospeed, Maitland supported key distributors throughout the Americas, increasing brand awareness, growing target markets, increasing industry association involvement, and building the U.S.-based technical sales team.

Phil Purcell, MIASF CEO/president, said, “James brings a vitality and thorough business acumen to MIASF and is an important addition to the existing team. His background, knowledge, and perspective will help to ensure the association’s continued success in protecting and promoting the marine industry’s annual \$12 billion regional economic impact and its 111,000 jobs.”

Maitland, originally from Annapolis, Maryland, began a nine-year career with West Marine in 2007 as the Port Supply Territory Manager for Maryland and Northern Virginia. He moved to Fort Lauderdale in 2013 to become West Marine Pro’s Port Supply Territory Manager for the Southeast Florida Market Team, the company’s largest market, before joining Oceanmax in 2016.

“I’m anxious to join the dynamic group at MIASF and use the skills I’ve attained to grow the association and continue advancing its progressive initiatives and unparalleled advocacy on behalf of the marine industry,” he said. “My lifelong love of boating, which began on the Severn River and Chesapeake Bay, was easily transferred to the ocean and waterways of South Florida and I am thrilled to be in this new position to advance the work of the association.”

Maitland served as president of the Young Professionals in Yachting from 2015 to 2018, has been a member of the U.S. Superyacht Association Board of Directors, a member of MIASF’s Marine Industry Day Committee, and an avid volunteer with the Freedom Waters Foundation, an organization that enhances the lives of individuals with special needs and veterans through providing therapeutic boat experiences.

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The Marine Industries Association of South Florida (MIASF) is the largest trade organization in the Southeast United States dedicated to promoting, protecting, and growing the 111,000 middle class jobs in Broward County and 142,000 jobs regionally driving the economic output to \$12 billion regionally. Created in 1961, the not-for-profit trade group is focused on the sound growth of the marine industry in the South Florida Region to benefit its members and their customers, communities, and the environment. The Association has over 500 members in Broward, Miami-Dade, and Palm Beach counties and is the owner of the Fort Lauderdale International Boat Show.

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