

Bluewater Yacht Sales Welcomes New Sales Manager

Bluewater Yacht Sales is excited to announce the hiring of Baxter Lusink as their new Sales Manager. Baxter will join Bluewater's already established management team in a newly created position, meant to oversee the sales organization across the Mid-Atlantic and Florida. He will be bringing a wealth of experience and knowledge to the company with over 17 years of direct marine industry experience on both the dealer and manufacturer sides of the business.



Baxter has a business degree from GA State University, and was previously the General Manager of one of Florida's largest boat dealerships, where he also held the positions of Sales Manager and Finance Manager. Along with this, Baxter spent eight years working in sales management roles for Mercury Outboards, and also spent time as a yacht broker for Bluewater Yacht Sales. He is bringing a lifetime of experience to this role, and the company is eagerly anticipating his addition to the team. According to Bluewater partner Jud Black, "Baxter brings with him a passion for our business, and his experience will enable us to take our business to the next level of sales and professionalism."

Founded in 1968, Bluewater Yacht Sales is one of the East Coast's largest yacht sales companies, with nine locations spreading from Maryland to Florida. The company was expanded in 2012 when North Carolina based Jarrett Bay Yacht Sales merged with Virginia's Bluewater Yacht Sales. Bluewater now proudly represents the finest sportfish, motoryacht and center console brands in the world, including Viking, Jarrett Bay, Princess, Regulator, Jupiter, Valhalla, Sabre and Back Cove.

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