

Marine Marketers of America Announces New Board of Director Appointments

Five task force committees also identified to shepherd MMA into its 13th year

MIAMI – Dec. 3, 2019 – (Marine NewsWire) Marine Marketers of America (MMA) today announced the recent appointment of five new board members to the professional association representing North American recreational marine industry marketers.

“In the midst of launching exciting new programs and positioning our organization for the future, we are especially pleased to welcome these stellar new marketers to the MMA board of directors to help us achieve our goals,” said MMA President Wanda Kenton Smith of Kenton Smith Marketing. “Each bring a fresh new perspective to the board, along with strong marketing experience and a great deal of enthusiasm.”

The new board members include:



Christine Carlson, Marketing Communications Manager, Volvo Penta of the Americas. Christine leads the dissemination of external communications for Volvo Penta’s marine leisure, marine commercial and industrial segments throughout the Americas.



Victor Gonzalez, Marketing Manager, Sportsman Boats. Victor's corporate responsibilities include all website development, marketing strategies, go-to-market strategies, digital marketing campaigns, photography, content management, branding and graphic design.



Alisdair Martin, CEO, TRMG LLP. Alisdair's company produces turnkey boat show digital marketing programming through its TRMG platform, which allows marine brands to get their modern marketing content (video, VR, podcast, etc.) directly into the hands of the people and influence consumers before they arrive at boat shows.



Margriet Mitchell, Marketing Director, Jeanneau America / Prestige Yachts America (Groupe Beneteau). Margriet leads all North American strategic marketing, communication and special event initiatives for Jeanneau's sailboat and powerboat divisions, and for the company's motor yacht division, Prestige.



Sander Rosen, Director of Consumer Marketing, Shows, NMMA. Sander oversees the marketing and media plans for 18 boat shows across the country, including the Miami International Boat Show.

In addition to board member appointments, the MMA has also announced several new task force committees in addition to its long-standing Neptune Awards committee, each of which have been organized to further its reach and scope as the organization enters its 13th year. New committees include New Member Outreach/Development; Boat Shows/Socials; Professional

Development and Educational Initiatives; and Member Communications.

“The MMA offers exceptional professional development opportunities for members, from networking with other industry marketers to involvement in committee work that will help them grow in their profession,” said Kenton Smith. “We encourage all marine marketers to engage with MMA and to actively support your exclusive industry association.”

Over the years, the MMA has been the voice for marketing professionals in the recreational marine industry through a variety of professional development programs including professional development keynotes and recent partnerships with the Grow Boating Summit. It hosts bi-annual membership meetings, produces a quarterly newsletter and produces the annual [Neptune Awards](#) competition which recognizes excellence and the best work in marine industry marketing throughout North America.

For information about MMA, please visit www.marinemarketersofamerica.org.

