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World Cat Promotes Alexandra Flora to International Sales Representative

Tarboro, NC – World Cat recently promoted Associate Marketing Manager **Alexandra Flora** to be its new **Marketing and International Sales Manager**. Flora will expand her current duties leading the marketing program, to include managing sales initiatives for international dealers worldwide.

“Alex is a pillar of our organization and has already established a great rapport with our current dealer network,” said World Cat Director of Sales & Marketing Wyatt Lane. “As we looked for the right person to spearhead growth in our international markets, we felt Alex’s talents would be the ideal fit. We’ve all learned that Alex’s talent and determination is an unstoppable force. She’s a dedicated up-and-comer in the marine industry and we’re proud to have her on our team”

Flora has been with World Cat for two years handling the marketing programs, and previously worked for a high-end furniture company for several years handling numerous tasks for the company, including international sales.

“I’m honored to be chosen for this opportunity,” said Flora. “The catamaran segment has a worldwide audience and we intend to capitalize on that by continued growth of our international dealer base. We have incredible potential ahead of us, as I seek new dealers in areas including Australia, South Africa, Dubai, Europe and Colombia. I will be setting up appointments and meeting with dealers from these and other countries during the upcoming Miami International Boat Show in February.”

Headquartered in Tarboro, NC, World Cat manufactures outboard-powered center and dual console catamaran models ranging from 23’–40’ including several Glacier Bay Edition models. World Cat models are known for their versatility, legendary smooth ride, class-leading available deck space, and performance.

For any interested international dealers who would like to speak to Flora and set up an appointment to meet in Miami during the boat show, they can contact her directly at email: aflora@worldcat.com, phone: 252.641.8000 x223. For qualifying international dealers, World Cat is offering to cover the appropriate travel expenses for these dealers.

For more information on World Cat, visit **www.worldcat.com**; or contact Mark Jerkins at Tinsley Creative, email: mark@tinsleycreative.com; phone: 863.583.0081.

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