

Yamaha Marine Kicks off 2019 with Executive Team Changes

Build Broader Marine Systems Company, Elevate Premium, Innovative Position

KENNESAW, Ga.--([BUSINESS WIRE](#))-- The Yamaha U.S. Marine Business Unit begins 2019 with several important executive team and structural changes that will help the marine manufacturer/distributor realize its 2030 Vision, announced by Yamaha Motor Co., Ltd. last December. The changes will maximize synergies and strengths across the organization to better serve customers, dealers and boat builders.

“As we look to the year 2030 and our vision, we are making changes we need to improve our business operations and strengthen our position as the premium brand in this industry,” said Ben Speciale, President, Yamaha U.S. Marine Business Unit. “The changes within our executive team support our strategy and will yield the most innovative products and quality services for our boat builder customers, dealers and consumers.”

Within the new structure, Ben Speciale will continue to lead the Yamaha team assuming the title of President, U.S. Marine Business Unit. He will also be Chief Sales and Marketing Officer of Marine Engines and Boat Power Systems (BPS). Dean Burnett assumes the role of Chief Sales and Marketing Officer of all Yamaha Boat Businesses and Marine Service/Vice President of YMUS. Burnett will direct Yamaha’s efforts in these areas at Yamaha Marine, Skeeter, G3, Water Vehicles and Jet Boats. This change will refine Yamaha’s strategic plans for all boats, ensuring year-over-year strategic success. He will also serve as President of Skeeter Products, Inc., and remain Director of YJBM.

Bill Boehman now holds the title of Chief Marine Operations and Manufacturing Officer/Vice President of Yamaha Motor Corporation, U.S.A. (YMUS). Boehman will serve as President of Yamaha Jet Boat Manufacturing, U.S.A., Inc. (YJBM), Yamaha Precision Propellers, Inc. (YPPI) and Yamaha Marine Systems Company, Inc. (YMSC) and be operational director of Skeeter Products, Inc., all while directing Yamaha’s operations efforts across all marine business units. In addition, Yamaha plans to create a new Marine Manufacturing division to support synergies across all marine manufacturing and lead continuous-improvement efforts.

Jack Chiba’s role as Vice President of the Yamaha U.S. Marine Business Unit is expanded to oversee all business planning and research, and add resources to his team that will increase support to the entire U.S. Marine Business Unit. Chiba’s team will also manage Yamaha’s branding surveys, Customer Service Index (CSI) surveys and NMMA® statistics monitoring.

In late 2018, Yamaha created a Boat Power Systems Development Division, which includes Product Planning and Information, Engineering and Yamaha’s test facility. The purpose of this division is to ensure direct response to customer

needs, and to develop products that exceed customer expectations. Yamaha plans to add 15 more employees to the Boat Power Systems Development Division in the next two years.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha U.S. Marine Business Unit, based in Kennesaw, Ga., supports its 2,300 U.S. dealers and boat builders with marketing, training and parts for Yamaha's full line of products and strives to be the industry leader in reliability, technology and customer service. Visit www.yamaha-motor.com