



EXPERT

ASSETS

SUBSCRIBE TO OUR NEWSLETTER

Share on:

[Home](#) > [Newsroom](#) > [All topics](#) > **Appointment: Yannick Madiot, COO for North America**APR 16, 2019, ANNAPOLIS, MARYLAND, ÉTATS-UNIS, BY [BENETEAU GROUP](#)

APPOINTMENT: YANNICK MADIOT, COO FOR NORTH AMERICA

Groupe Beneteau

North America

Appointment

George Armendariz, CEO of Groupe Beneteau Americas, announced today the appointment of Yannick Madiot as the Group's new Chief Operating Officer for North America, effective since April 1st, 2019.

Yannick Madiot is no stranger to Groupe Beneteau as he served as VP of Finance and Administration for Beneteau USA from 2002-2010.

"We are very excited to have Yannick back on board with us as we continue to grow our brands to new height's on this side of the Atlantic" said Armendariz.

Major responsibilities for Madiot will include supervision of American support activities, including IT, Human Resources, and Finance. In addition, he will provide oversight to the Group's production facilities in Marion, SC and Cadillac, MI.

With a BA in Finance from French business school ESC de Compiègne and an MBA in Services Differentiation and Innovation from HEC, Yannick Madiot brings expertise in strategic support and operational management for industrial businesses. After 8 years with Groupe Beneteau in the USA, he returned to France in 2010 and joined the WEIR Group, an industrial equipment manufacturer, as Finance Director for France then EMEA, before being appointed Managing Director of the Safety Valves, within Weir Flow Control, in January 2013.

Please contact Paul Fenn at p.fenn@beneteau-group.com for additional information.

EXPERT



George Armendariz
CEO, Groupe Beneteau Americas

George Armendariz was appointed CEO for Groupe Beneteau Americas region in August 2016. He was previously President of Nordic Tugs Inc., a trawler yard based in Burlington, Washin...

[READ MORE](#)

English

ASSET



4/16/19

Yannick Madiot

North America

SUBSCRIBE TO OUR NEWSLETTER

First name:

Your first name...

Last name:

Your last name...

Your email address:

Your email...

☐ By checking this box, I agree to [General terms of use for the newsletter](#)