

John O’Keefe Takes New Position with Yamaha Marine Government Relations

KENNESAW, Ga.--([BUSINESS WIRE](#))-- John O’Keefe has assumed the role of Senior Specialist, Government Relations for Yamaha Marine. In his new position, he will spearhead the company’s growing sustainability and conservation efforts as well as facilitate Yamaha’s relationships with state and federal agencies that regulate access to fisheries resources.

“John’s expertise in government relations and knowledge of political functions on a state and federal level are strong assets to the Yamaha team,” said Martin Peters, Senior Manager, Government Relations. “His new role builds upon years of experience, and we look forward to the strong relationships he will continue to foster for Yamaha.”

Prior to accepting his new position, John spent two years as a Regional Marketing Coordinator in Yamaha Marine’s Tournament and Sponsorships Department. Before joining Yamaha, he held positions in sales, accounting and various government roles for the offices of Congressman Phil Gingrey and Congressman Bob Barr, among others. John also worked for the Republican National Committee and the Oklahoma Republican Party.

John graduated from Clemson University with a Bachelor of Science in Economics and an emphasis in Environmental Science.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Group, based in Kennesaw, Ga., supports its 2,000 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. Yamaha Marine is the only outboard brand to have earned NMMA®’s C.S.I. Customer Satisfaction Index award every year since its inception.

Visit www.yamahaoutboards.com.

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