



For Immediate Release

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Wichard Groupe Announces Kevin Coughlin as VP of Sales & Marketing



Charlotte, NC – French based Wichard Groupe announced Kevin Coughlin as Vice President of Sales & Marketing. A marine industry veteran, Coughlin brings extensive experience to the position and will focus on expanding Wichard's already strong brand recognition and sales throughout North America.

As a global marine executive, Coughlin has demonstrated his ability to build winning teams and develop business in marine and industrial markets. For the past 17 years he helped lead New England Ropes as Market and Brand Manager. A former Wichard employee, he now returns to share his experience with the current Sales and Marketing team already in place at the company. According to Coughlin, "Having worked at Wichard in past, I bring over 25 years of experience in marine business and market development to assist in taking the Wichard USA Groupe to peak levels."

An active sailor, Coughlin also brings additional first-hand experience to the group. He has several class, offshore and one-design championships as part of his resume and is also a past President of the Greenwich Bay Sailing Association as well as a former Board member of Sail America. This experience promises to translate well to Wichard USA's marketing direction in the future.

"A strategic focus for Wichard Group is to expand our presence in all segments of marine and industry", said Darryl Spurling, General Manager Wichard Group USA. "Kevin brings tremendous experience to this key role and we can't wait to see the impact and leadership we know he will have on our business segments."

For over 100 years, Wichard has created top-quality stainless-steel products from its French headquarters. Wichard Group now also includes Profurl, Sparcraft, Facnor, Lorima and Peguet brands, which are represented across North America through its US headquarters in Charlotte, NC.

For Additional Information

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