



## **SIREN MARINE CHARTS COURSE FOR CONTINUITY, LEADERSHIP, SUCCESS AND GROWTH FOLLOWING SUDDEN LOSS OF FOUNDER & CEO DANIEL A. HARPER**

### **Jeffrey Poole Takes the Helm as Siren Marine's CEO, Armed with a Comprehensive, Five-Year Innovation Plan Established by Visionary Harper**

**NEWPORT, RI / February 1, 2021** — The recent unexpected passing of Daniel A. Harper, Founder & CEO of Siren Marine, is a significant loss to the company as well as to the marine industry at large. Harper's talent, passion, drive and spirit lent to a force that infused all areas of the company. Yet, true to his form as an inspired visionary and well-seasoned captain, he charted course for the future with a comprehensive, well thought-out business plan – extending beyond five years – including a robust product road map and path of succession. Harper's mission was to create and drive a Connected Boat® Revolution – that is, widespread adoption of cloud-based, IoT technology throughout the marine industry, so that all boaters benefit from a better boating experience and marine stakeholders benefit from innovative ways to serve their customers via connectivity and smart data. And while the timeline is not what was anticipated, Harper left Siren Marine with a clear path forward, ensuring it remains on solid footing, well positioned for short- and long-term growth, as connectivity becomes the new standard.

Jeffrey Poole will assume the role of Chief Executive Officer as the natural choice. Poole, promoted to COO in April 2020, has effectively been leading internal operations for many months and is well versed in the trajectory Harper carefully crafted. Poole's experience as a strong leader with exemplary execution skills and his steadfast dedication to the mission, cements Siren Marine's ability to carry on as the industry's clear leader of Connected Boat® technology.

Also key to Siren Marine's path forward is solidification of a special Advisory Council, a panel of technology and marine industry experts that will add industry knowledge, business acumen and entrepreneurial, outside-the-box thinking that were all hallmarks of Harper's leadership. "Dan understood the value of connecting with great minds across different disciplines and listening to their words and guidance," said Poole. "We have been overwhelmed by the outpouring of interest by subject matter experts from Dan's vast network who want to help drive his legacy and Siren Marine's success," Poole added.

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Poole and the Advisory Council will look to execute a robust, five-year (+) business plan that Harper developed which focuses on the company's core competencies and competitive advantages in the marine industry. The product road map includes several new products already in development that will allow Siren Marine to meet every boater's connectivity needs, as well as serve a broader spectrum of the boating industry.

And Siren Marine will soon share exciting news about new partnerships and strategic alliances that will expand the company's reach and presence in the marine industry. "Providing a pathway into the connected world for a wide range of marine industry stakeholders has always been key to Dan's broader vision," said Poole. Siren Marine has become the Connected Boat® partner of dozens of top boat brands, as well as engine manufacturers, marine transmission builders, NMEA 2000 device manufacturers and other industry stakeholders. "New partnerships ahead will demonstrate just how spot-on Dan was in his vision and leadership; he always used a wide lens while looking for growth opportunities," shared Poole.

In addition to his forward-thinking prowess, Harper was particularly keen in building a strong team with smart, talented people and experienced department leaders. He knew having the right people at his side would be critical to his and the company's success. "Dan was exceptionally intentional with how he built the company and the team, and because of this, Siren Marine can move forward from a position of strength," said Poole.

"Dan left us unexpectedly and we will all miss him. While at the helm, he followed his captain's instincts and had things mindfully in place – a sound ship, trusted crew and most importantly, a carefully chartered course. Siren Marine is a solid company with over 11 years of experience to its name. We know what we need to do, and we are prepared. I have every confidence we will continue to be the leading force of smart boat technology in the marine industry with tremendous growth on the near horizon," shared Poole.

To learn more about Siren Marine's evolving marine telematics product line, or the range of custom marine IoT platforms it has developed for OEM manufacturer partners, visit [www.sirenmarine.com](http://www.sirenmarine.com).

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