

# Everglades<sup>®</sup> Boats Announces New Additions to Sales and Marketing Team

Edgewater, Florida – April 20, 2022 – [Everglades Boats](#), an industry-leading designer and builder of premium offshore fishing boats, announces the expansion of its Sales and Marketing team with the addition of two key members.

Matt Holloway has been named Director of Business Development. In this capacity, Matt will oversee the continued expansion of Everglades' dealer network and will support dealer partners in providing the exceptional purchasing and ownership experience that Everglades strives to provide every day. Most recently, Matt was Senior Key Account Manager for Navico, Inc., the world's largest manufacturer of marine electronics. Matt holds a B.A. from Radford University and maintains a 100-ton captain's license.

Amanda Aloy has been named Marketing Manager. Amanda is responsible for driving all Everglades marketing initiatives with a special focus on building the fast-growing Everglades community. Amanda comes to Everglades from TUUCI, a manufacturer of high-end outdoor furniture, and grew up boating and fishing in South Florida. She holds a master's degree in marketing and a bachelor's degree in communications from Florida International University.

"We are excited to have Matt and Amanda join the talented and growing Everglades team," said Matt Vranich, Senior Vice President of Sales and Marketing. "The knowledge, experience, and perspective they bring to Everglades will help us exceed the needs of our customers and dealers as our business continues to grow."