



**SUZUKI NEWS - SUZUKI MARINE USA, LLC**

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## **SUZUKI MARINE USA PROMOTES TWO KEY MANAGERS, STAFFS UP TO MEET GROWING MARKET DEMAND**

Suzuki Marine USA has announced two key promotions designed to ensure that this leading outboard motor manufacturer continues its trajectory of sales growth and expansion across the U.S. boating market.

**Brandon Cerka** has been promoted to the position of **General Manager, Sales & Service**. In his new role, Cerka will be responsible for overseeing all Suzuki Marine USA sales and marketing efforts. This includes managing the vitally important order desk, which allocates engines to Suzuki's 1600-plus dealers and boat builder partners. Cerka's duties also include overseeing national sales and dealer development. He will also be responsible for all of Suzuki Marine's marketing efforts, including events, social media, advertising, public relations, angler sponsorships, corporate partnerships, and all other aspects of building awareness for the Suzuki outboard brand. Cerka will report directly to George "Gus" Blakely, Suzuki Marine USA Executive Vice President, Sales and Service.



**Brandon Cerka, GM Sales & Service**

Cerka has been with Suzuki Marine since 2012, joining the company as a District Sales Manager and subsequently serving as a Department Manager, Sales Development.



**Jacob Ewing, GM Operations**

**Jacob Ewing** has also been named **General Manager, Operations** for Suzuki Marine. In this new role, Ewing will oversee a range of important day-to-day operations including the Administration, Logistics/Import, Finance, Human Resources and IT departments. Ewing has been with Suzuki Marine for 20 years and has amassed a wealth of knowledge from earlier positions managing the Parts Department and Administration Department.

Ewing also played an important role in Suzuki Marine's recent transition to a Florida-based company. He was integrally involved in starting up the new Tampa, Florida headquarters and supported the development of Suzuki Marine's U.S. Technical Center in Panama City, Florida.

"Brandon and Jacob have both proven their value to Suzuki Marine over many years, helping us achieve record sales growth and putting our business in position to thrive," said Blakely. "We are fortunate to have such experienced managers with in-depth knowledge of Suzuki's business, our line of award-winning outboard motors and the recreational boating market as a whole. I'm confident they will continue to excel in these expanded roles and take us to even greater levels of success," Blakely added.

The recent promotions of Cerka and Ewing are part of Suzuki Marine's ongoing growth plan to promote from within and add key staffers across all segments of the company. There have been several additional promotions to fill important posts and Suzuki Marine has made 18 new hires over the past several months.

"We've been positioning ourselves for continued growth over the coming months and years – not just in the area of sales, but also dealer support, customer service, technical support and all the departments that will keep our business running smoothly as we grow," said Blakely. "It's very gratifying to see our team growing stronger and bringing new jobs to the region."

#### **About Suzuki Marine**

Suzuki is a leading manufacturer of 4-stroke outboard motors ranging from the ultra-portable 2.5 horsepower to the flagship DF350 V-6 with contra-rotating dual propellers. Over the years, Suzuki outboards have won nine Innovation Awards from the National Marine Manufacturer's Association (NMMA) for motors as small as 25 horsepower, demonstrating Suzuki's commitment to making the best technology available to the widest possible audience. Over the past few years, Suzuki Marine USA opened a U.S. Marine Technical Center in Panama City, Florida and moved to a new corporate headquarters in Tampa, Florida, to be closer to the heart of the U.S. boating industry and boating capital of the country. Through its CLEAN OCEAN PROJECT, regional cleanup and habitat restoration efforts around the world, and company-wide plastic waste reduction efforts, Suzuki has demonstrated a commitment to protecting coastal and marine habitat at home and around the world.

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