



FOR IMMEDIATE RELEASE

## **Soundings Trade Only and Industry Leaders Collaborate on Groundbreaking Marine Workplace Research Study**

Centerbrook, CT, March 25, 2024 – The Soundings Trade Only Group in collaboration with sponsors MarineMax, Volvo Penta, Yamaha, NMMA, MRAA and international industry partners ICOMIA and *Marine Industry News*, is proud to announce the launch of a groundbreaking research initiative aimed at understanding the needs and desires of today’s marine industry employees and fostering a stronger, more diverse, expansive, and multi-faceted marine workforce.

The 2024 global research study marks a significant milestone in the marine industry’s commitment to workforce development as a catalyst for progress and competitiveness. With a focus on attracting, retaining, and developing top talent within the sector, this pioneering endeavor seeks to provide invaluable insights for business leaders and owners.

“For years now we have recognized the pressing need for a more expansive and diverse talent pool within the marine industry. I am frequently approached by organizations seeking female candidates. If we want to attract women to a variety of positions and retain them, it is paramount that we understand their preferences, factors that impact job retention, and their career ambitions and goals,” said Michele Goldsmith, vice president and general manager of the Soundings Trade Only Group. “This study represents a crucial step toward understanding the aspirations, challenges, and opportunities for women and men in our industry. By gaining this knowledge, industry stakeholders can develop data-driven strategies to fulfill their personnel needs, foster a more diverse, inclusive environment and unlock the full potential of this talent pool.”

The research study, set to launch in early April, will encompass qualitative and quantitative methodologies, including a survey and interviews with professionals from diverse backgrounds across different segments of the marine industry.

“We encourage the global marine community to make their voices heard, take the survey and share it with marine industry colleagues,” added Goldsmith.

The findings of the research study are expected to provide valuable insights and actionable recommendations for marine industry stakeholders. By leveraging the findings of this study, organizations can implement targeted strategies to attract, retain and develop top talent, driving innovation and competitiveness in the global maritime community. The Soundings Trade Only Group with its industry partners will share the results of the survey in September of 2024.

For more information about the 2024 Marine Workplace Research Study or to receive the survey, please contact Michele Goldsmith at [mgoldsmith@aimmedia.com](mailto:mgoldsmith@aimmedia.com) or (+1) 847-373-0385.

### **Soundings Trade Only**

*Soundings Trade Only is a marine business-to-business information multi-media brand. It includes a monthly print publication, and digital entities including an e-newsletter, website, and social media*

*sites. Soundings Trade Only offers the latest business news, and information about products, trends, statistics, management, marketing insights, and more to the marine industry. Each issue of Soundings Trade Only is designed to inform, reflect, and inspire. It is part of the AIM Marine Group, which includes the following publications: Yachts International, Power & Motoryacht, SAIL, Anglers Journal, Soundings, PassageMaker and Woodshop News. The AIM Marine Group is a division of Active Interest Media.*

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