

Yamaha U.S. Marine Business Unit Names Scott Higgins Outboard Marketing Division Manager

KENNESAW, Ga.--([BUSINESS WIRE](#))--Yamaha U.S. Marine Business Unit announced today the appointment of Scott Higgins to Division Manager, Outboard Marketing. In his new role, Higgins oversees Yamaha Marine advertising, events, tournaments and sponsorships, Yamaha pro staff and Yamaha Marine dealer education. He succeeds Susan Camp, who retired in August of 2024.

“Scott’s 21 years of experience with Yamaha Marine and in-depth knowledge of the industry will maximize synergies and strengths across the organization,” said Mark Tracy, Vice President, Yamaha U.S. Marine Business Unit. “With his guidance, we will elevate Yamaha’s position as a premium brand as we continue to tell the Yamaha story across all marketing mediums.”

A Yamaha team member since 2003, Higgins began his career as a Regional Sales Coordinator for the Dealer Sales division. During his time at Yamaha, he rounded out his Yamaha and industry knowledge by working in four different positions within Dealer Sales, OEM and Operations divisions. Higgins most recently served as the Division Manager of Operations where he successfully led the team through the supply chain challenges presented by the pandemic.

Higgins’ team is responsible for digital and print advertising, content development, social media, customer relationship management (CRM) and dealer co-op programs. In addition, the Yamaha Marine Marketing team manages tradeshow, sponsorship agreements and events and the Yamaha Pro Team, as well as Yamaha dealer education online learning modules and live training events.

Higgins reports directly to Mark Tracy, Vice President, Yamaha U.S. Marine Business Unit.

Yamaha’s U.S. Marine Business Unit, based in Kennesaw, Ga., is responsible for the sales, marketing, and distribution of Yamaha Marine products in the U.S. including Yamaha Outboards, Yamaha WaveRunners®, Yamaha Boats, G3® Boats and Skeeter® Boats. Supporting 2,400 dealers and boat builders nationwide, Yamaha is the industry leader in reliability, performance, technology and customer service.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal floatation device and protective gear.

© 2024 Yamaha Motor Corporation, U.S.A. All rights reserved.

This document contains many of Yamaha's valuable trademarks. It may also contain trademarks belonging to other companies. Any references to other companies or their products are for identification purposes only and are not intended to be an endorsement.