



Rebecca Lancashire announced as Sales Manager for Florida and the Gulf Regions in the US for VETUS

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VETUS Maxwell, Inc. Appoints Rebecca Lancashire as Sales Manager for Florida and the US Gulf Region

VETUS, the leading developer of complete boats systems, has announced the appointment of Rebecca Lancashire as Sales Manager for Florida and the Gulf regions in the US, effective 15th April 2024. Rebecca will take on the company's sales efforts in these key markets, working closely with the sales team to further enhance VETUS and Maxwell's market share and presence. Rebecca will manage Florida, Texas, Mississippi, Alabama, and Louisiana focusing on managing relationships with boat builders, dealers, distributors,

and partners in these regions as well as supporting the Maxwell Superyacht Division.

Rebecca joins us from KVH Industries where she spent the past 8+ years building a strong and successful background in maritime connectivity sales, service, and account management. Having also worked as crew, both in seasonal and full-time roles on 12m classic sailing yachts in Newport, RI up to a 130' Westport in Florida and the Bahamas, Rebecca brings a deep understanding of the marine industry as well as valuable expertise in the superyacht market. Her existing relationships in these industries bring vital knowledge to her new role where she will collaborate with VETUS Maxwell's seasoned sales teams to continue to drive growth and strengthen the company's position as market leaders.

"As the VETUS and Maxwell business is growing with both OEM and Aftermarket, it is vital for us to provide support to our customers. With Rebecca's background and industry experience, she will be able to provide the in-person account management that our customers require," said Chris DeBoy President of VETUS Maxwell, INC America. "Rebecca will also be working closely with our Manufacturers Representatives from ComMar Sales and we are excited to see her flourish and grow the business within her territory."

For more information about VETUS and its extensive range of marine solutions, please visit: www.vetus.com

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About VETUS – Creator of Boat Systems

Founded in 1964, VETUS sets the global standard in the design and manufacturing of complete onboard boat systems—including engines, bow thrusters and anchoring solutions—for recreational and small commercial vessels. VETUS prides itself on innovation and engineers the majority of its 4,000+ product lineup in-house. The company's commitment to quality, reliability, and delivering superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

VETUS has its headquarters in the Netherlands, with representation in 17 other countries and an unparalleled worldwide distribution and service network.

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