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**Marine Industry Veteran Joe Cacopardo Joins MJM Yachts
as Vice President of Marketing**

WASHINGTON, N.C. – April 2, 2025 – [MJM Yachts](#), a leading builder of Downeast-style luxury performance yachts, announced today that Joe Cacopardo has been named Vice President of Marketing. In this role, Cacopardo will lead brand strategy, digital engagement, and dealer marketing support as the company continues to grow.



Joe Cacopardo

Cacopardo brings more than 20 years of marketing and brand-building experience in the marine industry, having held leadership roles at iconic boat brands including Sea Ray, Hatteras Yachts, and Chris-Craft. Known for his ability to craft compelling campaigns that drive retail success, he has helped these companies elevate their brand presence and strengthen dealer and customer relationships across the country. Cacopardo's work has also been recognized by the Marine Marketers of America for excellence in marketing communications.

"MJM is a company that blends timeless design with modern performance, and I'm thrilled to be part of a team so committed to quality and innovation," said Cacopardo. "I'm honored to help bring that story to more boaters and support the incredible dealer partners who are central to MJM's success."

Natascia Hatch, CEO of MJM Yachts, said Cacopardo's appointment reflects the company's investment in marketing leadership that drives results.

"Joe's deep experience in the marine space, combined with his passion for brand building and dealer advocacy, aligns seamlessly with the direction of MJM," said Hatch. "We're

excited to welcome him to the team and look forward to his impact on our continued growth.”

For more information, visit MJMYachts.com

About MJM Yachts:

MJM Yachts is a premier manufacturer of fuel-efficient, innovative Carolina Down East yachts known for their superior performance and elegant design. Based in Washington, North Carolina, MJM Yachts is committed to pushing the boundaries of yacht manufacturing while prioritizing customer satisfaction. For more information, visit www.mjmyachts.com.

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