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Dean Burnett Appointed Vice President of Yamaha U.S. Marine Business Unit

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Dean Burnett, Vice President, Yamaha U.S. Marine Business Unit



KENNESAW, Ga.--([BUSINESS WIRE](#))--Yamaha U.S. Marine Business Unit announced today the appointment of Dean Burnett to the position of Vice President, Marine Business. In his new role, Burnett oversees Yamaha U.S. Marine Development and Advanced Development teams as well as Yamaha's Boat Business Unit, which includes the WaterCraft Business Group, G3 Boats and Skeeter Boats. He holds the title of President, Skeeter Products, Inc., and also leads Yamaha's Connected Division as President of Siren Marine, Inc.

"Dean has a deep understanding of the marine industry, and his leadership plays an integral role in Yamaha's success," said Ben Speciale, President, Yamaha U.S. Marine Business Unit. "His tenure with Yamaha is marked by strategic growth, operational excellence and a strong commitment to our customers and partners. We are grateful to have him back in the U.S. and confident he will drive success in his new role."

A 30-year veteran of Yamaha, Burnett most recently served as President and Managing Director of Yamaha Motor Canada, Ltd. (YMCA) for three years, where he managed 10 Yamaha product lines for the country. Additionally, Burnett served as President and Managing Director of Yamaha Motor Finance Canada, Ltd. (YMFCA) for two years where he played a key role in integrating YMFCA into the newly formed global finance company, Yamaha Motor Finance Corporation. Before his time in Canada, Burnett served as President of the Yamaha WaterCraft Business Group and led the Customer Service and Boat Businesses.

Burnett grew up in the marine business learning the retail side from his father and uncle at the family marine dealership in Louisville, Kentucky. He worked in many aspects of the business including parts sales, inventory management, servicing outboards and working local tradeshow. He began his career with Yamaha in 1987 where he spent four years in sales and marketing roles for the company in the California market.

Burnett left Yamaha in 1991 and spent the next four years working with Boston Whaler® and Grady White®, as a territory manager. He also held positions with Fenwick® Fishing Tackle and Mercury Marine® before taking on the role of National Sales Manager for Yamaha-owned Skeeter Boats, Inc. of Kilgore, Texas, in 1997. He became Vice President of Sales and Marketing in 2001 and throughout his tenure at Skeeter, Burnett played a significant role in streamlining the sales, marketing and customer service departments.

In January of 2003, Yamaha named Burnett Vice President and General Manager of Century® and Cobia® Boats, two boat manufacturers also owned and managed by Yamaha at the time. While at Century, he oversaw production, sales, marketing, design, engineering and product planning for the company.

In May of 2010, Yamaha appointed Burnett as Vice President of Yamaha Marine Group Company, succeeding Ben Speciale, who became President of the Marine Group at that time. Burnett had a broad range of operational duties within the group, as well as general oversight of the Yamaha Boat Companies and Yamaha Marine Precision Propellers, a division of Yamaha Marine Systems Co., Inc.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Engine Systems, based in Kennesaw, Ga., supports its 2,000 U.S. dealers and boat builders with marketing, training and parts for Yamaha's full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA®'s C.S.I. Customer Satisfaction Index award every year since its inception. Visit www.yamahaoutboards.com.

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

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Contacts

Serena Ortiz

Public Relations Specialist

Yamaha U.S. Marine Business Unit

Mobile: (678) 832-9158

serena_malone@outlook.com

Neal Wheaton

Wilder+Wheaton for

Yamaha U.S. Marine Business Unit

Mobile: (404) 317-0698

neal.wheaton@gmail.com