



NEWS RELEASE

Craig Cushman
AIRMAR Technology Corporation
ccushman@airmar.com
(603) 673-9570

Suzanne Hawley Promoted to Marine Marketing Manager, Leading Global Marine Brand Strategy for Airmar Technology Corporation

FOR IMMEDIATE RELEASE: MILFORD, NH. (June 29, 2026) — Airmar® Technology Corporation, a leader in ultrasonic transducers and CHIRP sonar technology, is pleased to announce the promotion of Suzanne Hawley to Marine Marketing Manager. Hawley, a seasoned leader in marine marketing, will oversee marine brand management across Airmar North America, Airmar EMEA, Airmar ANZ, and Gemeco Marine Electronics Specialists (Gemeco). In this expanded role, Hawley will transition from her leadership at Gemeco to drive cohesive brand alignment, digital marketing, and industry engagement for Airmar's marine electronics portfolio.

Hawley's promotion reflects her deep expertise in marine electronics and her proven track record in brand leadership, digital strategy, and cross-regional collaboration. In her expanded role, Hawley will oversee digital and content leadership, driving SEO, paid advertising, social media, and marketing initiatives to boost engagement and sales. Hawley will continue to manage Gemeco's annual Technical Training initiative, including event strategy, sponsorships, and partnerships to reinforce both companies' technical expertise. Additionally, she will develop press strategies and manage media relationships.

"This expanded role underscores our commitment to a unified marine brand strategy to boost sales and enhance brand visibility," said Craig Cushman, Director of Marketing. "By focusing Airmar's marine marketing efforts under Suzanne's direction, we can amplify our market presence, drive sales growth, and reinforce our leadership in marine electronics," Cushman added.

ABOUT AIRMAR

AIRMAR® Technology Corporation, an Amphenol company, is a leading designer, manufacturer and OEM supplier of high-performance multisensor technology for recreational and commercial marine, agtech, autonomous vehicle, and defense applications. Founded in 1982 and headquartered in Milford, New Hampshire, AIRMAR develops advanced ultrasonic transducers, WeatherStation® instruments, and sensor monitoring systems. The company maintains 12 sales and technical support offices across 8 countries and operates through Airmar and its subsidiaries, Marport and MSI Transducers, along with its wholly owned distributors, Airmar EMEA, Airmar ANZ and Gemeco Marine Electronics Specialists. Learn more at www.airmar.com.

ABOUT GEMECO

GEMECO Marine Electronics Specialists is a wholesale marine distributor serving thousands of dealers, distributors, and boat builders across North and South America. As a wholly owned division of Airmar Technology Corp., we possess unparalleled expertise in CHIRP transducers, ultrasonic sensors, WeatherStation® instruments, and SmartBoat solutions. In addition to being the largest distributor of AIRMAR products in the Americas, GEMECO offers products from leading marine electronics manufacturers, including NMEA 2000® cables and networking components, electrical and wiring accessories, specialty marine connectors, and a wide array of installation and diagnostic tools. Headquartered in Lake City, South Carolina, GEMECO serves both the recreational and commercial marine markets, priding itself on being the comprehensive solutions provider for the marine electronics industry. Learn more at gemeco.com.