



Caymas Boats Announces Leadership Promotions

ASHLAND CITY, Tenn. — July 15, 2026 — Caymas Boats today announced the promotion of **Todd Falk** to **President and Chief Operating Officer (COO)**. Falk has played an instrumental role in Caymas Boats' growth and success, leading Sales and Marketing initiatives that helped establish the brand as a respected leader in the marine industry.

In conjunction with Falk's promotion, **Ben Dorton** has been appointed **Vice President of Sales and Marketing**, succeeding Falk in that role.

A second-generation marine industry professional, Dorton has dedicated most of his career to sales and marketing within the boating industry. His lifelong connection to the marine business, combined with extensive experience developing brands, supporting dealer networks, and serving customers, positions him well to lead Caymas Boats' sales and marketing strategy into the future.

"I am honored to step into the role of President and continue building on the strong foundation we have established at Caymas Boats," said Falk. "Ben's commitment to the marine industry, extensive experience, and deep understanding of our dealers and customers make him the ideal choice to lead these efforts. I am confident that his leadership will help drive our brand forward and support our continued growth in the years ahead."

*"Todd has been a driving force behind the success of Caymas Boats," said **Earl Bentz, CEO and Founder of Caymas Boats**. "His leadership, vision, and commitment to excellence have helped build Caymas into one of the most respected brands in the marine industry. At the same time, Ben brings tremendous experience, energy, and a deep understanding of our customers and dealer network. As a second-generation marine industry professional, he has a unique appreciation for this business and the people who make it successful. I have complete confidence in Todd and Ben as they lead our company into its next chapter of success."*

The leadership transitions reflect Caymas Boats' continued commitment to delivering exceptional products and experiences to its dealers and customers. Under Falk's leadership as President and COO and with Dorton guiding Sales and Marketing, the company is well-positioned to build upon its success and continue strengthening its presence across the marine industry.

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About Caymas Boats: Founded in 2018 by marine industry icon Earl Bentz, Caymas Boats manufactures premium freshwater and saltwater fishing boats designed to deliver exceptional performance, innovation, and quality. Headquartered in Ashland City, Tennessee, Caymas combines cutting-edge technology, skilled craftsmanship, and a commitment to customer satisfaction to build boats that set the standard in the marine industry.

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