

RAD accelerates North American growth with key USA sales appointment

21 July 2026 - **RAD**, the marine technology company developing advanced electric propulsion systems and autonomous vessel technologies, has appointed Sean Wilson as USA sales manager, marking the latest step in its ongoing North American growth strategy.

The expansion follows the opening of a US office in Charleston in late 2025. Sean's arrival brings senior, on the ground commercial leadership to support customers and dealers as RAD scales its US presence. With more than 25 years of commercial leadership experience across the energy, marine, and technology sectors, Sean brings extensive hands-on maritime expertise to the role, underscored by his credentials as a U.S. Coast Guard licensed Master Captain. He has built a career around bringing innovative technologies to market and helping operators adopt next generation propulsion and control systems.

"RAD is uniquely positioned to lead the marine industry's shift toward smarter, more capable propulsion systems," Sean commented. "The company's technology delivers the performance, reliability and practicality that customers need. I'm excited to work with new customers and partners in North America and introduce them to RAD's innovative capabilities."

The appointment comes at a time when demand for advanced propulsion and autonomy solutions is accelerating across North America's marine sector, driven by fleet modernisation initiatives, evolving regulatory requirements in key states and ports, and growing demand for higher performing alternatives to traditional propulsion systems.

"North America represents a significant growth opportunity for us," said Chris Shepherd, CCO of RAD. "Sean's combination of commercial expertise and maritime skills gives us a strong foundation to support customers across the region, and we are delighted to welcome him to the team. We look forward to the impact he will have in this important market and to watch him expand on our current partnerships."

For more information about RAD, visit: <https://radpropulsion.com/>

ENDS

For more information or imagery please contact Ollie Manser at The MTM Agency via ollie@themtmagency.com or call +44 (0)2380 215 399.

Notes to editor:

Imagery: Sean Wilson, USA sales manager at RAD

About RAD

RAD is redefining the future of electric marine technology through advanced propulsion systems, integrated energy solutions, intelligent vessel architecture, and cutting-edge software. By enabling electrification, seamless connectivity, and smart system management, RAD empowers vessels across commercial, defence, and leisure sectors to operate more efficiently, perform at higher levels, and adapt to evolving maritime demands.

