

Flux Marine Names Chris Ponnwitz Senior Sales Role

Marine industry veteran from Mack Boring to join sales team as Flux Marine grows its dealer network and commercial business

BRISTOL, R.I. — Aug. 24, 2026 — Flux Marine today announced that Chris Ponnwitz has joined the company as Senior Field Sales Manager, effective today. Ponnwitz joins from Mack Boring, the century-old marine propulsion distributor and Yanmar's longest-serving U.S. distributor, where he spent ten years, most recently as Chief Commercial Officer of Mack Sustainable Energy, the company's electric propulsion division.

In his new role, Ponnwitz will join the sales team for Flux Marine, with responsibility for revenue growth across boat builder partnerships, dealer network expansion, and direct and commercial sales channels. He'll play an integral role in new business development, representing Flux Marine at industry events and boat shows.

"Building out our sales organization is one of our highest priorities and Chris's proven track record in marine electric propulsion makes him the perfect fit for Flux Marine. Chris has spent a decade leading commercial strategy in this industry, and he's the right person to introduce our products to customers, dealers, and marine industry partners," said Daylin Frantin, co-founder and CFO/COO of Flux Marine.

"I've been following Flux Marine closely for the past few years and watching their electric outboards develop from a concept into a proven commercial option. Flux's technology gives us a real edge and we're on the verge of rapid growth. I look forward to working with this passionate team and giving more customers the opportunity to switch to electric propulsion," said Chris Ponnwitz, Senior Field Sales Manager at Flux Marine.

The hire adds senior sales leadership as Flux Marine continues to grow its network of boat builder partners, dealers, and commercial customers across North America and Europe.

About Flux Marine

Headquartered in Bristol, RI, Flux Marine is redefining marine propulsion with electric outboard motors and integrated battery systems designed for performance and reliability. The company's patented technology delivers sporty acceleration, sharp maneuverability, and quiet operation, without the noise or fumes of traditional engines. Backed by an intuitive software platform, Flux Marine outboards are simple to operate with a sleek onboard display and mobile app. Charging is seamless at a dock slip or home outlet, and the company's dedicated customer support ensures a smooth ownership experience from day one. The FM115 is CE marked for the European market, confirming conformity with the applicable EU requirements for electric marine propulsion and supporting broader adoption by European boatbuilders and customers. Learn more at fluxmarine.com.

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