

Yamaha U.S. Marine Business Unit Names Scott Hersey Pro Staff and Sponsorship Manager

KENNESAW, Ga.--([BUSINESS WIRE](https://www.businesswire.com/news/home/20260824185520/en/))-- Yamaha U.S. Marine Business Unit announced today the appointment of Scott Hersey to Pro Staff and Sponsorship Manager within the Marketing Department. In his new role, Hersey manages Yamaha's freshwater and saltwater professional angler programs and tournament sponsorships.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260824185520/en/>



Scott Hersey is the new Pro Staff and Sponsorship Manager for Yamaha U.S. Marine Business Unit.

Hersey leads Yamaha's involvement with the Bassmaster® Elite Tournament Series, where Yamaha serves as a premiere engine sponsor for all Elite tournaments and television coverage. He also manages the company's sponsorship of the Coastal Conservation Association® (CCA) STAR tournaments in Florida, Louisiana and Alabama.

"Scott brings extensive marine industry experience and a genuine passion for boating and fishing to this role," said Megan Campbell, Marine Sponsorships and Events Manager, Yamaha U.S. Marine Business Unit. "His tenure with Yamaha and strong understanding of our customers, dealers and fishing community make him a valuable leader for our pro staff and sponsorship programs."

Hersey joined Yamaha in 2016 in the Outboard Customer Call Center. Most recently, he held the position of Outboard District Marketing Manager in southwest Florida for almost nine years. Before joining Yamaha, Hersey spent eight years at Park Marina on Lake Allatoona, gaining experience in marine service and operations.

Hersey reports directly to Megan Campbell, Marine Sponsorships and Events Manager, Yamaha U.S. Marine Business Unit.

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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