

Rightboat Expands North American Team With Sales and Customer Success Appointments

Jami Bucklen and LaTasha Williams join the growing marine marketplace as Rightboat

increases support for U.S. dealers and brokers

Ft. Lauderdale, Fla. Rightboat has expanded its North American commercial organization with the appointments of Jami Bucklen as Regional Sales Manager, North America, and LaTasha Williams as Customer Success and Marketplace Operations Coordinator.

The appointments add capacity across two closely connected parts of the customer journey: developing new dealer and broker partnerships, and helping customers onboard, operate effectively on the marketplace and adopt Rightboat's growing range of marketing products.

Bucklen brings over 10 years of leading marine marketplace experience and established customer relationships to Rightboat. In her new role, she will focus on developing partnerships across the dealer and brokerage market, growing recurring revenue and expanding Rightboat's customer footprint throughout North America. Williams will serve as a primary post-sale resource for dealer and broker customers.

Her responsibilities include customer onboarding, marketplace operations, campaign coordination, day-to-day support and product adoption. She will work across Rightboat's customer success, campaign and commercial teams to help deliver a consistent experience as the company's U.S. customer base grows.



LaTasha Williams



Jami Bucklen

"As Rightboat grows across North America, our commercial organization needs to evolve with the business," said Charlie Jefferson, Vice President of Sales, Americas at Rightboat. "Jami and LaTasha will make a direct difference for our customers."

Dealers and brokers will benefit from greater sales coverage, a smoother onboarding experience, better-coordinated campaigns and more consistent day-to-day support. Just as importantly, they will have more help adopting the Rightboat products that can improve their visibility and lead performance."

As Rightboat has broadened its commercial offerings, Bucklen and Williams will bring the expertise to help customers get the most out of products such Propel, SmartReach, Rightboat Beacon, AnchorPoint and Ignite, designed to help marine businesses build visibility, reach active boat buyers, and manage lead and campaign opportunities across the marketplace. The two appointments form part of a wider investment in specialized North American capabilities spanning customer acquisition, customer success and campaign operations.

About Rightboat

Rightboat is a global online boat marketplace connecting buyers with verified sellers. Established in 2005, the platform serves more than 650,000 global visitors each month and features more than 30,000 new and used boats across 60-plus countries and over 1,000 manufacturers. Rightboat helps buyers research and compare boats while giving marine businesses access to marketplace, lead generation and digital marketing solutions. Visit www.rightboat.com.

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