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CMP Group Puts Customer Experience at the Center of Its Growth Strategy, Names Michael Szwez CEO

New leadership structure brings decisions closer to customers across North America, Europe, and Asia-Pacific

Delta, British Columbia — October 7, 2026 — CMP Group is organizing its next phase of growth around one goal: making it easier for customers to do business with CMP. To lead that strategy, the company has appointed [Michael Szwez](#) as Chief Executive Officer and aligned its regional leadership to bring decision-making closer to customers.

The marine industry is working through shifting consumer confidence, evolving sales channels, tariffs and trade pressures, supply chain challenges, and rising customer expectations. For a global business, growth now depends on staying close to customers while coordinating well across markets.

CMP's answer is to simplify how customers work with the company, from product discovery and selection through ordering, delivery, installation, service, and warranty support. CMP will continue to grow its established brands and customer relationships while bringing its teams and regional businesses closer together as one global organization. The aim is to share expertise more effectively, create greater consistency across markets, and make it easier for customers to access the products, support, and capabilities available across CMP Group.

A leader who knows CMP's customers

Szwez brings 30 years of marine industry experience. He began his career with Dock Edge and joined CMP Group in 2016 as Vice President of Marketing. In 2025, he was promoted to Senior Vice President, Sales & Marketing, where he built customer relationships, supported the sales organization, and contributed to CMP's global growth.

After considering both external and internal candidates, CMP selected Szwez for his deep understanding of the marine industry, his knowledge of CMP's business and customers, and his track record across marketing, sales, and commercial development. His appointment completes the leadership transition that followed Pete Samson's tenure as interim CEO. Samson will continue to represent and support CMP Group through Ironbridge Equity Partners.

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"Our industry is changing, and it's being defined by new technologies, changing sales channels and elevating customer expectations," said Szwez. "We will continue to execute our strategic vision and core competencies to achieve sustained long-term growth and deliver exceptional value to our marine partners. I am honored to lead our team as we design the next chapter of our brands and grow our customer relationships, with a relentless focus on quality, innovation, and service."

Regional leadership, closer to customers

The new structure gives each region clear ownership while connecting all of them to a common global strategy.

In Asia-Pacific, [Fabien Vignes](#), International Business Development Manager, will now focus exclusively on the region, after previously holding responsibilities across Oceania and Europe.

"I am excited to focus on developing new territories, strengthening our position in existing markets and giving CMP customers even greater support," said Vignes. "Asia-Pacific is one of the fastest-growing regions for the marine industry, with strong momentum in boat maintenance and boat manufacturing. As fleets, marinas and marine infrastructure expand across the region, we have a significant opportunity to extend our reach and support more customers."

In North America, [Tyler Seebach](#), Vice President, Sales — Distribution, OEM & Manufacturing, continues to lead sales across distribution, OEM, and manufacturing. [Darrick Lemaster](#), Vice President, Commercial Sales & Supply Chain, continues to lead CMP's commercial marine business and its operations in Suffolk, Virginia.

"Michael brings a deep understanding of our industry, our customers, our brands and the opportunities ahead for CMP," said Seebach. "His appointment provides continuity and stability for our business while bringing our regional teams together around a clear global strategy. I look forward to working with Michael and our teams across CMP to strengthen customer relationships, grow our sales, and build toward our next phase of growth."

In Europe, [Marco Piacenza](#), General Manager of CMP Europe, continues to lead the European business through its internal team and external sales network.

For CMP's customers and distribution partners, the objective is stronger regional support, global coordination and a simpler, more consistent experience doing business with CMP.



About CMP Group

CMP Group is a global marine products company serving recreational and commercial marine markets through a portfolio of specialized brands, including [Martyr](#), [Rocna/Vulcan](#), [Titan](#), [DockEdge+](#), [Panther](#) and [Octopus](#). CMP's capabilities span corrosion protection, anchoring and ground tackle, steering and controls, docking systems and marine accessories, supported by teams and operations across North America, Europe, and Asia Pacific.

For more information, visit CMPGroup.net.

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