

NMMA Announces Organizational Changes

Executive team changes transition operations to Washington, D.C. headquarters, strengthen enterprise leadership and advance industry's priorities

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NMMA announced executive team changes designed to increase the association's presence in Washington, D.C., broaden the depth and experience of its senior leadership team, and advance the strategic priorities established by its Board of Directors.

The shifts reflect a carefully planned transition as the association reinforces its Board-led commitment to advocacy, self-regulation and market expansion in an increasingly complex business and policy environment. The establishment of the Washington, D.C. headquarters announced in 2023 was the first phase of this transition and today's announcement strengthens NMMA's organizational alignment, coalition-building and proximity to decision makers impacting manufacturers and businesses in the marine industry.

"These changes enhance our executive leadership presence in Washington and position NMMA to deliver on the clear priorities established by our Board," said Frank Hugelmeyer, president and CEO of NMMA. "At a time of unprecedented and complex change, elevating our reputation in Washington, D.C. has never been more important."

As part of the executive leadership transition:

Chase Warden has been named chief operating officer and chief financial officer, expanding his leadership responsibilities across NMMA operations, technology, accounting, legal and finance, including NMMA Canada. This permanently shifts all operational reporting to NMMA's Washington, D.C. headquarters. **Marie-France MacKinnon**, based in Ottawa, will continue to lead NMMA Canada as executive director, advancing the association's work on behalf of Canada's recreational boating industry.

Robert Newsome has been named senior vice president and chief growth officer, overseeing membership, business intelligence, sponsorship, NMMA Certification, acquisitions and industry coalitions and partnerships. The new role creates greater connectivity between NMMA's growth initiatives and strategic partnerships and will transition to Washington, D.C., further strengthening the association's presence in the nation's capital.

Jennifer Thompson has been named senior vice president of events, leading NMMA's portfolio of consumer and industry events and their continued evolution as platforms for industry growth, engagement and collaboration with a focus on expansion into new markets and creating innovative opportunities to convene the industry.

Tempe Stephen has been named chief of staff, with expanded responsibility for driving strategic initiatives, ensuring alignment and execution across the leadership team, elevating NMMA's D.C. presence and overseeing NMMA governance.

Beth Luther has been promoted to senior vice president of people and culture, reporting directly to the President. Beth will lead NMMA's work to develop its talent and organizational capabilities ensuring the association's human resources align with NMMA's mission, strategic priorities and culture.

Robyn Boerstling, senior vice president of government relations and chief advocacy officer, and **Ellen Bradley**, senior vice president of marketing and communications and chief brand officer, will continue in their current roles, providing continuity across NMMA's advocacy and market expansion efforts.

This leadership evolution reflects NMMA's continued investment in organizational excellence and recognizes Washington, D.C., as the center of public policy and a hub of association non-profit leadership and collaboration. As federal policy, trade and regulatory decisions play an increasingly significant role in the competitiveness of U.S. marine manufacturing and the future of recreational boating, NMMA's expanding presence in Washington reinforces a commitment to these priorities.

"The marine industry builds for the environment it operates in and does not wait for

prevailing conditions” said Hugelmeyer. “Expanding our headquarters and leadership team presence in Washington, D.C. positions NMMA to more effectively advance the industry’s advocacy, self-regulation, and market expansion priorities across the U.S., Canada and internationally.”