Seawide Distribution Announces Bill Rogers Retirement

Exeter, PA – Seawide Distribution has announced, with mixed emotions, President Bill Rogers will retire effective January 1, 2027. Rogers has served as President since Seawide became part of the LKQ Specialty organization announced October 2021. Rogers joined the company in 2011 after leadership roles at other organizations including GE, Textron and Armstrong World Industries.

He has led the company through a period of significant growth and expansion. Throughout his tenure the company expanded in many ways including delivery network & service expansion, building its position in the Automotive & RV markets and adding many strategic acquisitions – all the while servicing a vast and diverse customer base.

Succeeding Rogers as President of Seawide Distribution will be John Ruch. Ruch has been a member of the team since 2009 serving in various roles in Sales and Operations, most recently as VP of Fulfillment. He brings deep knowledge of customer service and operations. Prior to joining the company, John was an operations manager with Sears for 3 years along with serving as a Captain in the U.S. Army for 5 years after graduating from West Point.

John will assume the President role on January 1, 2027. The transition is designed to provide continuity for customers, with the same focus on reliable service, strong relationships, and delivering value.

“I am looking forward to retirement and getting to do some of things I never had time for” says Rogers. “I am also thrilled to leave the company in such capable hands. John has been part of the business as long as I have and has led the largest part of the organization He knows our business, our customers, and our people exceptionally well. I am confident in his abilities to take us forward.

“Bill has been a great leader for our business, and I’ve learned a lot from working with him for many years.” Said Ruch. “His pragmatic, value-based approach and even keel disposition has served the company well and positioned us for the future. I have some very big shoes to fill but I am excited for the challenge and know I will be able to continue the success that Bill has helped build. We wish Bill all the best in the next chapter”

About SeaWide Distribution:

Serving the marine industry since 1979, SeaWide Distribution, is a national wholesale distributor of outdoor products and accessories, boat systems, and consumer and marine electronics. As a division of LKQ Specialty, SeaWide is dedicated to providing its customers with an extensive inventory, high-quality service, and innovative marketing resources. Positioned as one of the largest wholesale marine aftermarket distributors in the U.S., SeaWide offers more than 50,000 products

from over 300 suppliers. To learn more about SeaWide or to become a dealer, please visit SeaWide.com or call 1-866-732-9433.

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