



SUZUKI NEWS - SUZUKI MARINE USA, LLC Bulletin No: 5-2025 Date: May 7, 2025

## SUZUKI MARINE USA HIRES SUSAN SHIDLER TO LEAD MARKETING DEPARTMENT

Latest Addition to Growing Team Brings Exciting New Perspective and Experience to “Suzuki Krewe”

Suzuki Marine USA today announced the hiring of **Susan Shidler** to the newly established position of **Department Manager, Advertising and Marketing**. In this important management post — where she will report directly to Brandon Cerka — Shidler will lead Suzuki Marine’s marketing team and be integrally involved in every facet of the company’s advertising and marketing activities.



Shidler brings a unique new perspective and energy to Suzuki Marine’s team, having worked the past eight years for the National Football League’s Tampa Bay Buccaneers. Here she played a key role in Suzuki Marine’s evolving marketing partnership with the

Tampa Bay Buccaneers, with Suzuki Marine eventually elevating to Pewter Partner status, the Buccaneer’s highest partnership honor. This included one of the four main entrances to 75,000-seat Raymond James Stadium — the home field for Tampa’s beloved Bucs — becoming the “Suzuki Marine Gate,” along with a host of other murals, signage, recycling receptacles and other activations designed to promote Suzuki products and the company’s CLEAN OCEAN PROJECT ethos to the NFL’s diverse fanbase.

“We couldn’t be more excited to have Susan join our company and lead our all-star team of marine marketing professionals,” said Brandon Cerka, Vice President Sales and Marketing for Suzuki Marine. “She brings a deep understanding of Suzuki’s commitment to the environment, as well as our passion for sharing both the Suzuki brand and the family fun of boating with a diverse and far-reaching audience. These things have always been at the heart of our partnership with the Bucs, and Susan was instrumental in our success working with the team. She is also a long-time avid boater and angler who understands our community, our market, and our customers. With Susan leading our marketing efforts, we’re confident that Suzuki Marine will continue to grow our business and our presence in the market,” added Cerka.

Shidler is looking forward to working with Suzuki Marine’s many media partners, boating journalists, CLEAN OCEAN PROJECT partners, and of course, the Tampa Bay Buccaneers, to further the company’s bold marketing initiatives over the coming months and years.

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### **About Suzuki Marine**

Suzuki is a leading manufacturer of 4-stroke outboard motors ranging from the ultra-portable 2.5 horsepower to the flagship DF350 V-6 with contra-rotating dual propellers. Over the years, Suzuki outboards have won nine Innovation Awards from the National Marine Manufacturer's Association (NMMA) for motors as small as 25 horsepower, demonstrating Suzuki's commitment to making the best technology available to the widest possible audience. Over the past few years, Suzuki Marine USA opened a U.S. Marine Technical Center in Panama City, Florida and moved to a new corporate headquarters in Tampa, Florida, to be closer to the heart of the U.S. boating industry and boating capital of the country. Through its CLEAN OCEAN PROJECT, regional cleanup and habitat restoration efforts around the world, and company-wide plastic waste reduction efforts, Suzuki has demonstrated a commitment to protecting coastal and marine habitat at home and around the world.

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