



FOR IMMEDIATE RELEASE
July 2, 2025

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MarineMax Yachts Appoints Randy Coleman as Azimut Brand Manager

OLDSMAR, FL (July 2, 2025)— MarineMax Yachts announces Randy Coleman as its new Brand Manager for Azimut Yachts. With over 30 years of experience in the yachting industry, Randy brings a wealth of knowledge and leadership to the role, along with a long-standing connection to the Azimut brand.

Throughout his career, Randy has represented some of the most prestigious European yacht builders, including Azimut, Sanlorenzo, Nautor Swan, and most recently, the Ferretti Group. His deep understanding of Italian yacht craftsmanship, culture, and customer expectations makes him a strong asset to the MarineMax Yachts team.

“I’m excited to step into this role with MarineMax, where I’ll be able to apply my experience across multiple brands to support Azimut—one of the most iconic names in the industry,” said Coleman. “I originally moved to Florida to work with Bertram Yachts, a brand I grew up with, and over time developed a real affinity for Italian yachts. They’ve become a part of my DNA. I love the people, the products, and the lifestyle this segment represents.”

In his new role, Randy will focus on strengthening the MarineMax-Azimut partnership and supporting the continued growth of the brand, which is recognized as the number one yacht builder in both the U.S. and the world. His expertise, paired with his ability to work seamlessly with customers and shipyards alike, will help drive even greater success for MarineMax Yachts and Azimut.

“Randy is one of the most knowledgeable professionals in the European yacht segment,” said Chuck Cashman, Chief Revenue Officer at MarineMax. “He brings the perfect mix of product expertise, market insight, and enthusiasm for the Azimut brand. We’re excited to have him on board.”

MarineMax Yachts continues to expand its leadership in the luxury yacht market by investing in strong manufacturer relationships and top-tier talent. The addition of Coleman reflects MarineMax Yachts’ continued investment in experienced leadership to support brand growth and customer satisfaction.