

Mary Jo Reinhart Appointed Director of Sales for Torqeedo, Inc.

CRYSTAL LAKE, Ill.--([BUSINESS WIRE](#))-- Mary Jo Reinhart is the new Director of Sales for Torqeedo Inc., the North American subsidiary of Torqeedo GmbH. In this role, Reinhart leads OEM and retail sales across North America. She also oversees key distributor relationships and core business operations for the company's low-voltage product line. Her responsibilities include management of retail and distributor accounts, inventory forecasting, stock allocation, customer service operations and sales policies.

"Mary Jo continues to play an essential role in the growth of Torqeedo and the broader electric boating movement in North America," said Mark Tracy, President, Torqeedo Inc. "She brings unmatched product knowledge, a great work ethic and a long-standing commitment to our dealers, customers and OEM partners."

Reinhart began her Torqeedo career in 2011 as a customer service representative. When she took on the role of Inside Sales Manager, she built and expanded Torqeedo's North American dealer network, provided technical guidance to OEMs and end users, earning accolades for her responsiveness and product expertise. She was instrumental in scaling Torqeedo's dealer network to more than 300 partners. Reinhart served as Director of OEM and Retail Sales for Torqeedo North America from 2019 to 2021, posting a 30 percent sales increase, driven in large part by Reinhart's strategy and execution.

In 2024, Reinhart accepted a role with Ilmor Engineering, a marine propulsion manufacturer, where she served as Brand Manager for ION, a newly launched electric outboard product. Her responsibilities included supporting the development of reseller programs, coordinating with marketing to implement brand strategy in the field, and assisting with training, warranty system alignment and dealer-level materials.

Reinhart continues to support the advancement of clean propulsion. She works closely with internal teams on market education efforts, media engagement and dealer development strategies. Reinhart reports directly to Mark Tracy, Vice President, Yamaha U.S. Marine Business Unit, and President, Torqeedo Inc.