

FOR IMMEDIATE RELEASE

IDS Marine Welcomes Jon Simmons, Leveraging 30+ Years of Experience to Support Dealer Growth

Wake Forest, NC – IDS Marine, the marine-focused division of Integrated Dealer Systems (IDS), is proud to announce the appointment of Jon Simmons as its newest Relationship Manager. With more than 30+ years of experience in the recreational dealer industry, Simmons brings deep operational insight, a passion for the industry, and a dealer-first mindset to the IDS Marine team.

Jon Simmons is no stranger to the marine industry. Having worked closely with dealers throughout his career, and with family ties to the industry, Jon knows firsthand the realities that marine dealerships face. His deep understanding of dealer operations uniquely positions him in helping clients get the most out of their Dealer Management System (DMS).

In his new role, Simmons will focus on supporting existing IDS Marine clients while also guiding new dealers through a smooth, transparent onboarding process. His consultative and relationship-first approach aligns perfectly with IDS Marine's mission: to be a true growth partner for dealers, not just a software provider.

"Any DMS is only as good as the people who stand behind it," said Simmons. "Our job is not just to provide you with a DMS, it's to deliver first-class service and support, before, during, and long after onboarding."

At the core of Simmons' approach is helping dealers unlock "the gift of automation" through IDS Marine's unrivalled, marine industry-specific management tools, including Leadership Insights, its best-in-class analytics platform. With a commitment to long-term success, Simmons and IDS Marine strive to make every transition as painless as possible.

"Changing your DMS is a big decision," said Simmons. "We're here to make that journey easier with openness, transparency, and industry-leading support, every step of the way."

“Jon’s approach aligns perfectly with our mission,” said Justin Imig, Director of Marine Dealer Relations at IDS Marine. “He’s not just managing relationships; he’s leveraging his experience to usher in transformation and build long-lasting strategic partnerships with dealers.”

IDS Marine continues to differentiate itself by prioritizing long-term, customer-first relationships over transactions. With Simmons onboard, the company doubles down on its promise to deliver exceptional service and build lasting partnerships across the marine industry.

For more information about IDS Marine or to get in touch with Jon Simmons, please visit www.ids-astra.com/ids-marine or connect with him on [LinkedIn](#).