

RIGHTBOAT APPOINTS CHARLIE JEFFERSON AS VP OF SALES, OEM & DEALER MARKETS

Fort Lauderdale, July 21, 2025 - Rightboat, the fast-growing global online boat sales marketplace, today announced the appointment of Charlie Jefferson as Vice President of Sales, OEM and Dealer Markets. With over 18 years of industry expertise and a reputation for strategic leadership and client success, Charlie joins Rightboat at a pivotal time as the company continues its rapid expansion across key marine sectors.

Charlie's career is rooted in deep experience with digital transformation, OEM strategy, and high-impact sales leadership. Since 2007, he has worked with global marine manufacturers, dealers, and brokers to align their business objectives with advanced digital marketing solutions. His background includes leadership roles in strategic consulting, client development, and data-driven advertising technologies—bringing immense value to both marine and adjacent industries.

"Charlie's arrival is a game-changer for Rightboat," said **Ian Atkins, CEO of Rightboat**. "I first met Charlie in Seattle way back in 2007, when he joined boats.com. He made an early impression and his career growth has been impressive ever since. Charlie's first project will be launching our new OEM product suite—a major milestone for our platform."

As VP of Sales, Charlie will lead Rightboat's strategic initiatives for OEMs and dealer networks, focusing on building long-term commercial partnerships and delivering scalable growth solutions. His appointment supports Rightboat's broader vision to modernize the marine sales industry and meet the growing demand from both manufacturers and dealers for innovative digital marketplaces.

"I am honored and enthusiastic to join Rightboat's leadership, recognizing its immense potential for transformative expansion in the global marine market," said **Charlie**. "The boating sector, like the automotive industry before it, is ripe for digital innovation and diverse online marketplaces."

Charlie's deep knowledge of marketing technology will support Rightboat's continued investment in cutting-edge tools for client acquisition and retention. His track record of success in leading global accounts, developing strategic OEM partnerships, and growing high-performing teams will be instrumental in scaling Rightboat's commercial reach in North America and beyond. Charlie can be reached at charlie.jefferson@rightboat.com. Visit rightboat.com.

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About Rightboat

Rightboat provides a unique alternative for buying and selling boats online. The platform is designed to tackle the common challenges faced by boat enthusiasts, thanks to a team of industry veterans and former brokers who understand the market inside out.

Rightboat enhances the search and discovery process to connect buyers with their ideal boats, all while maintaining fair fees for brokers. An innovative approach ensures a cost-effective and user-friendly experience for everyone involved.

Rightboat also hosts unbiased buying advice and practical boating tips, catering to both seasoned boaters and newcomers. Join us at Rightboat for a smarter, simpler way to navigate the boating marketplace.