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MarineMax Appoints Collin Heimensen as National Sales and Brokerage Director

OLDSMAR, FL (August 11, 2025)— MarineMax, the world’s largest recreational boat and yacht retailer, is pleased to announce the appointment of Collin Heimensen as National Sales and Brokerage Director. In this newly expanded role, Heimensen will lead and support sales and brokerage operations across MarineMax’s extensive network, driving strategic growth and elevating the customer experience.

With a focus on aligning sales practices, performance standards, brokerage excellence, and team development, Heimensen will partner with sales leaders nationwide to deliver strategic initiatives, resources, and training. His goal is to ensure that every sales and brokerage transaction reflects MarineMax’s commitment to excellence, consistency, and care.

A respected leader with over 30 years of experience in the marine industry, Heimensen has a proven track record of success. As General Manager of MarineMax Clearwater, one of the company’s flagship locations, he led his team to earn the coveted Top Gun Award in 2020, recognizing outstanding achievement in sales, service, and customer satisfaction. His career also spans leadership in both coastal and inland markets, further broadening his perspective and expertise.

Heimensen is energized by the opportunity to make an impact on a national scale. “MarineMax has always been about creating exceptional experiences on the water,” he said. “I’m honored to work alongside our talented teams nationwide to help even more customers find the boat of their dreams.”

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