

Iconic Marine Boat Sales and Service Appoints Jim Renfrow to Oversee Florida Retail Operations

Iconic Marine Boat Sales and Service, whose parent company also owns Big Thunder Marine, Fountain Powerboats, Donzi, Baja, and NauticStar Boats, has appointed industry veteran Jim Renfrow as Florida Regional Manager to lead and expand the company's retail sales operations in the state.

In his new role, Renfrow will work closely with Thad Jameson, Vice President of Retail Sales for Iconic Marine Boat Sales and Service and Big Thunder Marine, to strengthen the company's presence in Florida. The brand currently operates four strategically located sales and service centers across Broward, Miami-Dade, and Monroe Counties.

Fred Ross, owner of Iconic Marine Group, emphasized the significance of the move:

"The appointment of Renfrow clearly indicates our commitment to growing and expanding our retail operations in Florida, the most important boating market in the world. We will be launching several new models across all of our marquis brands in the coming months, and our prominent locations in South Florida will be vital to that plan."

Renfrow brings decades of high-level marine industry experience to the position, having held executive sales and marketing roles with Hatteras Yachts, Fairline Yachts, and Cabo Yachts. Most recently, he was a partner at Total Marine, managing boat sales and service operations in Maryland and Florida.

Iconic Marine Boat Sales and Service serves as the retail arm of Iconic Marine Group, with operations in Key Largo, Miami Beach Marina, Haulover Marina, Dania Beach, FL, Washington, NC, and Key Harbor, NJ, as well as under the Big Thunder Marine brand in Lake Ozark, MO.