

Amanda Ward Named Vice President of Business Solutions at MarineMax

OLDSMAR, FL (September 8, 2025)— MarineMax, the world’s largest recreational boat and yacht retailer, is proud to announce the promotion of Amanda Ward to Vice President of Business Solutions.

In this role, Ward will lead the integration of MarineMax’s Marketing Technology, Data, and Reporting teams under the company’s technology division. This strategic alignment strengthens collaboration, streamlines processes, and enhances MarineMax’s ability to drive business growth through data, analytics, and innovative solutions.

Ward has been an integral part of MarineMax’s success, most recently leading the Marketing Technology team. Under her guidance, the company leveraged strategic data insights and tools to deliver measurable business growth and improved customer engagement.

In her expanded leadership position, Ward will spearhead the strategy and execution of innovative business solutions that support MarineMax’s long-term goals. Her focus will include driving operational efficiency, accelerating growth opportunities, and enhancing the customer experience across all business areas.

“Amanda has consistently demonstrated strong leadership and a passion for advancing MarineMax through technology and innovation,” said Shawn Berg, Executive Vice President and Chief Digital Officer at MarineMax. “Her vision and expertise will continue to elevate our performance, strengthen collaboration across teams, and create meaningful opportunities for our team members and customers.”

MarineMax looks forward to the energy, focus, and forward-thinking leadership Ward will bring as Vice President of Business Solutions.

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