



FOR IMMEDIATE RELEASE

Derema Group Expands Central Region Team with Brady Fitzke

WEST CHESTER, PA, September 2025 –

Derema Group is excited to announce that Brady Fitzke has joined the company as of October 1st, representing the Central Region with responsibility for Michigan and portions of Ontario, Canada. Brady will report to Matt Havlik, Central Region Business Manager, and will work closely with Bob Durkee and Kerry Davis to support Michigan OEM accounts.

Brady brings a unique blend of financial analysis, inventory control, and business management experience, having worked in both behind-the-scenes operations and customer-facing roles. Known for his sharp attention to detail and collaborative problem-solving, Brady has built a reputation for bridging the gap between numbers and relationships—skills that will be invaluable as he helps strengthen Derema's partnerships and drive growth in his territory.

"Brady's background makes him a great fit for our team," said Kurt Forsman, President of Derema Group. "He understands the importance of data, but he also knows how to connect with people. That combination will serve our suppliers and customers well as he helps us continue to grow in Michigan and Ontario."

When he's not working, Brady is at his best outdoors. He's an avid skier, hiker, and golfer, and rarely passes up a chance to explore Michigan's lakes and forests. He especially enjoys time on the water, whether boating, fishing, or exploring Michigan's many inland lakes and rivers. Whether on the slopes, the trails, the water, or out walking his dog, Brady brings the same energy and enthusiasm that he carries into his professional life.

About Derema Group

Derema Group is the only marine and RV rep agency with multichannel coverage throughout the U.S. and Canada. For more information, and the locations of the company's 26 sales specialists, please visit www.derema.com.

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