

TheYachtMarket appoints Alisdair Martin to drive US marine industry strategy

[TheYachtMarket](#), the innovative marine sales platform transforming the boat-buying experience, has announced the appointment of Alisdair Martin to its executive board, to support the US-specific marine industry strategy and development. The appointment reinforces TheYachtMarket's commitment to delivering agile, user-focused solutions to brokers.

Martin brings extensive industry expertise to TheYachtMarket, including senior leadership roles spanning two decades across major marine trade organisations. Most recently serving as VP of Strategy for the National Marine Manufacturers Association (NMMA) and currently President of the Marine Marketers of America, Martin's appointment signals TheYachtMarket's ambition to capture the evolving needs of the next generation of boat buyers.

"TheYachtMarket has consistently demonstrated the kind of progress and innovation that sets them apart in this industry," said Martin. "Their agile approach and outstanding user experience represent exactly where the market needs to go. I'm excited to work with this team that is focused on bringing the boat-buying journey in line with what modern consumers expect."

TheYachtMarket has established itself as a standout in the marine sales space through its combination of technological innovation, intuitive platform design, and deep understanding of both buyers and sellers. Central to this is Stantia, the platform's integrated business management platform that empowers brokers with seamless control over their entire sales operation. By connecting listings, customer interactions, and sales activities in one intelligent system, Stantia enables brokers to work smarter.

The boating industry is facing critical challenges, including an ageing demographic and early attrition among new boaters. TheYachtMarket's forward-thinking approach positions the company to bridge the gap between traditional marine sales and contemporary purchasing behaviours.

"Alisdair's appointment is a key part of our expansion into the US," said Richard Roberts, CEO of TheYachtMarket. "His unparalleled understanding of the American marine market and proven track record in strategic development align perfectly with our mission to revolutionise the boat-buying experience. We're building something truly different here, and having someone of Alisdair's caliber working with our team validates the path we're on."

In his new role, Martin will focus on developing and refining strategies tailored specifically to the US marine market, with immediate priorities including assessment of market opportunities and identification of high-value areas for growth. This includes positioning Stantia as the go-to sales management solution for US brokers seeking to enhance operational efficiency, improve customer retention, and accelerate deal flow in an increasingly competitive marketplace. His comprehensive understanding of the US industry and established relationships with key players will accelerate TheYachtMarket's expansion into the US.

"There's a significant opportunity in the market for a platform that truly meets the expectations of the next generation of boat buyers," Martin added. "This creates tremendous potential for rapid growth, and TheYachtMarket is uniquely positioned to seize this opportunity. This is through the combination of an exceptional marketplace experience and professional-grade business tools that gives brokers everything they need to thrive in today's market."

TheYachtMarket's commitment to innovation and user experience has already distinguished the platform from traditional competitors, and Martin's strategic leadership will further strengthen the company's market position and new growth plans.

For further information about TheYachtMarket, please visit: <https://www.theyachtmarket.com>

For more information about Stantia, please visit: <https://www.stantia.com>