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Scout Makes Internal Promotions

SUMMERVILLE, SC— Scout Boats, Inc. has promoted internal personnel at its South Carolina-based headquarters. Effective January 1, 2026, **Sherrie Ferguson** has been named **Vice President of Human Resources**; **Ashley Richardson** has been promoted to **Director of Human Resources**; and **Courtney Guice** has been elevated to **Executive Vice President** of the company.

These internal promotions take long-standing employees and elevate them to new positions for the growing boatbuilder.

“When my father, Steve Potts, started Scout in 1989, it was truly a family affair with my mom Dianne, my brother Stevie, and sister Stephanie,” said Ferguson. “The great thing is after all these years it still is a family. As we continue to work alongside each other - including our longstanding extended family like Dave, Alan, Courtney - and also seeing our kids take interest in working here, I couldn’t be more proud to help carry on the tradition as Vice President of HR.”

“Our growing global brand is only as good as it’s people, and we’re blessed to have the hardest working and most dedicated folks out there,” said Scout President Dave Wallace. “We’re proud of their accomplishments and look forward to how each of these three will help continue growing our brand and culture. We’ve built a team here that will continue to take us into the future.”

Scout has a history of cultivating employees and promoting within. Ferguson has been with the company since 2006, Richardson since 2016, and Guice since 2005, all in various roles.

Scout currently builds luxury sportfishing center console, dual console, luxury crossover and inshore/bay boat models ranging from 17’ to 67’. Since its founding over 35 years ago, the company’s goal has been to manufacture the best-built boats in its distinctive sportfishing niches. Each Scout hull is a true original, as the in-house research and design team works closely with engineering to take concepts from blueprint to production more efficiently, growing the company’s world-class reputation for quality, strength, durability and value.

For more information on Scout, visit **www.scoutboats.com**; or contact Mark Jerkins or Victoria Henderson at Tinsley Creative, email: mark@tinsleycreative.com or victoria@tinsleycreative.com; phone: 863.583.0081.

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