



FOR IMMEDIATE RELEASE

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MarineMax

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### **MarineMax Houston Appoints New General Manager**

**HOUSTON, TX** (January 7, 2026)— MarineMax is pleased to announce the appointment of Jay Forness as General Manager of MarineMax Houston.

Forness brings a strong track record of leadership and growth, having successfully managed RV dealerships of varying sizes across diverse markets, from rural locations in Minnesota to suburban and metropolitan areas as far south as Dallas. His experience spans operations, sales leadership, and team development, making him a strong addition to the MarineMax leadership team.

Before entering the retail industry, Forness honorably served in the U.S. Army, where he demonstrated exceptional discipline and commitment while earning two bachelor's degrees and an MBA. Following his military service, he discovered a passion for sales and quickly advanced through the ranks, holding roles including Sales Consultant, Business Manager, Sales Manager, and ultimately General Manager.

A lifelong water enthusiast who grew up boating in Minnesota, Forness is excited to bring his extensive RV industry expertise into the marine world. His background in leading high-performing teams and delivering exceptional customer experiences aligns seamlessly with MarineMax's mission and values.

Outside of work, Forness enjoys spending time on the golf course. Now based in Houston, he looks forward to embracing the year-round boating season and the marina and country club lifestyle the area offers.

MarineMax Houston has proudly served the Clear Lake, Seabrook, Lake Conroe, and greater Houston boating communities for more than 30 years. The location offers a broad selection of new and brokerage boats from leading brands, including Azimut, Cruisers Yachts, Galeon Yachts, Ocean Alexander, Aquila, Sea Ray, Harris Pontoons, Scout Boats, Boston Whaler, Grady-White, and Saxdor. In addition to sales, MarineMax Houston features a full-service marina with storage options, experienced service technicians, and a team of boating experts dedicated to supporting every aspect of the boating lifestyle, from watersports and cruising to fishing and long-term care.

## RESOURCES

Images | <https://marinemax.smugmug.com/Press-Requests/n-kFZVvh/New-GM-NAS-/i-pwjnt7S/A>

MarineMax Houston | <https://www.marinemax.com/stores/houston>

## ABOUT MARINEMAX

As the world's largest recreational boat and yacht retailer, marina operator and superyacht services company, MarineMax (NYSE: HZO) is United by Water®. We have over 120 locations worldwide, including over 70 dealerships and over 65 marina and storage facilities. Our integrated business includes IGY Marinas, which operates luxury marinas in yachting and sport fishing destinations around the world; Fraser Yachts Group and Northrop & Johnson, leading superyacht brokerage and luxury yacht services companies; Cruisers Yachts, one of the world's premier manufacturers of premium sport yachts, motor yachts, and Aviara luxury dayboats; and Intrepid Powerboats, a premier manufacturer of powerboats. To enhance and simplify the customer experience, we provide financing and insurance services as well as leading digital technology products that connect boaters to a network of preferred marinas, dealers, and marine

professionals through Boatyard and Boatzon. In addition, we operate MarineMax Vacations in Tortola, British Virgin Islands, which offers our charter vacation guests the luxury boating adventures of a lifetime. Land comprises 29% of the earth's surface. We're focused on the other 71%. Learn more at [www.marinemax.com](http://www.marinemax.com).

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