

# Yamaha Canada's Jean-François Rioux Inducted into NMMA Canada Hall of Fame

1/21/2026 12:00:00 AM | *General NMMA News*



NMMA Canada announced today the induction of industry veteran Jean-François Rioux into the NMMA Canada Hall of Fame. Rioux, senior vice president of sales, marketing and customer experience at Yamaha Canada, was recognized during the NMMA Canada State of the Industry Breakfast at the Toronto International Boat Show.

Rioux's career in the recreational boating industry spans three decades and reflects a deep commitment to the marine sector. He joined Yamaha in 1995, following his early career as a technician at a Yamaha dealership in Rimouski, Quebec. Driven by a passion for the product and the customer experience, Rioux quickly built a reputation for technical expertise and leadership, working across technical support, factory liaison roles and marine product management.

Rioux's broad operational background ultimately led to overseeing Yamaha's marine sales business across Canada, where he worked closely with global affiliates to support dealers and customers nationwide. In 2022, Rioux assumed his current senior leadership role, leading the business across all product lines and overseeing sales, marketing and aftersales operations.

Throughout his career, Rioux has been recognized for his collaborative leadership style, extensive industry knowledge and commitment to strengthening the Canadian marine

marketplace. His work has helped support dealer networks, elevate customer experience and reinforce Yamaha's long-standing presence in Canada's recreational boating industry.

"JF's career reflects the very best of our industry, built on technical excellence, leadership and a genuine passion for boating," said Marie-France MacKinnon, executive director of NMMA Canada. "His contributions over the past 30 years, including his 10-year service on the NMMA Canada Board of Directors and as board chair, have helped advance our industry and support the continued growth of recreational boating across Canada."

The NMMA Canada Hall of Fame is the Association's highest honor. It was established in 1988 and recognizes individuals who have, or continue to generate, substantial and lasting contributions toward the advancement of the marine industry. The award honors individuals whose names and deeds are synonymous with the pursuit of quality, innovation, and perfection within their respective spheres of expertise.

To learn more about past NMMA Canada Hall of Fame inductees, visit the [NMMA Industry Awards page](#).

