



DENISON YACHTING APPOINTS NEW VICE PRESIDENT OF MARKETING

Fort Lauderdale | January 2026: Denison Yachting has appointed Steven Chapman as its new Vice President of Marketing, reinforcing the company's commitment to strategic growth, innovation, and brand leadership within the global yachting industry.

In his new role at Denison, Chapman will focus on advancing the company's marketing strategy, strengthening the integration of technology and data across the business, and ensuring that marketing initiatives continue to support Denison's long-term growth and reputation.

"I'm truly honored to join Denison as Vice President of Marketing and to be a part of a company with such a strong history, reputation, and team," said Steven Chapman. "Throughout my career in the luxury industry, I've worked across marketing, sales, and technology to help brands connect with the right customers and drive meaningful growth. What's stood out to me most so far at Denison is the people here. The company's leadership position is the result of decades of trust, relationships, and a culture that genuinely cares about doing things the right way."

Chapman emphasizes a practical, hands-on leadership approach shaped by years of building and running competitive luxury businesses. A Florida native with a lifelong connection to boating, Chapman brings extensive experience across luxury marketing, sales, and technology-driven businesses. As President of his family's business, duPont REGISTRY, he led its transformation from a legacy print publication into an international, technology-driven luxury marketplace and full-service marketing agency, driving significant commercial growth prior to the company's acquisition.

"We're excited to welcome Steven to our company," said Bob Denison, President of Denison Yachting. "He joins an exceptional marketing and web team, a strong leadership group, and a network of top brokers who continue to set the standard in the industry. Steven brings a thoughtful approach, with a clear focus on execution, technology, and data. His leadership will play an important role in strengthening our marketing efforts and supporting the way Denison operates, grows, and delivers long-term value for our clients and partners."

About Denison Yachting: Denison has long been a leader in the yachting industry with a rich family history dating back to 1948, and the start of Broward Marine in Fort Lauderdale. Today, the company provides complete yachting services worldwide, including superyacht sales, yacht charter, yacht management, crew placement, and new construction. Denison operates out of over 23 waterfront offices with a team of 180+ licensed and bonded yacht brokers. Decades of experience provide a long-term perspective within the industry and a passion for yachting.

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