

Yamaha U.S. Marine Business Unit Names Mitch Feathers Operations Manager

KENNESAW, Ga.--([BUSINESS WIRE](#))-- Yamaha U.S. Marine Business Unit announced today the appointment of Mitch Feathers to Operations Manager. In his new role, Feathers leads the Outboard Operations and Outboard Demand Planning teams, with a focus on sales order management, customer service, demand forecasting and production planning.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260219869398/en/>



Mitch Feathers is the new Operations Manager for Outboard Operations and the Outboard Demand Planning team at Yamaha U.S. Marine Business Unit.

“Mitch has consistently demonstrated strong operational leadership and a deep understanding of our business,” said Corey Turnbow, Supply Chain Director, Yamaha U.S. Marine Business Unit. “His experience and commitment to collaboration make him well suited to lead these teams as we strengthen our supply chain and support our customers.”

Feathers has been a member of the Yamaha team for five years. Most recently, he served as Operations Supervisor supporting outboard operations and demand planning initiatives while working closely with cross-functional teams to improve order management and production alignment.

Feathers reports directly to Corey Turnbow, Supply Chain Director, Yamaha U.S. Marine Business Unit.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Engine Systems, based in Kennesaw, Ga., supports its 2,000 U.S. dealers and boat builders with marketing, training and parts for Yamaha’s full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA®’s C.S.I. Customer Satisfaction Index award every year since its inception. Visit www.yamahaoutboards.com.

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REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal floatation device and protective gear.

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