



FOR IMMEDIATE RELEASE

Derema Group Welcomes Kristie Olmeda to Strengthen South Florida and International Markets

WEST CHESTER, PA, February 2026

Derema Group is pleased to announce the addition of Kristie M. Olmeda to its team. Kristie joins Derema to support and strengthen the company's dealer relationships across southern Florida while helping lead the company's expanding international initiatives.

Kristie brings extensive operational and parts expertise from her time with MarineMax and West Marine, where she built a reputation for streamlining processes, supporting sales growth, and delivering exceptional customer service. She is bilingual in English and Spanish and is known for her deep product knowledge and passion for parts, with a strong ability to understand how products function and translate that insight into meaningful conversations with dealers and customers.

"Kristie's experience and energy are a tremendous addition to our team," said Kurt Forsman, President, "Her understanding of dealer operations and her ability to connect with customers will help us continue to grow and support our partners throughout the region and beyond."

Kristie will cover the territory from Fort Myers across to Miami, extending through the Florida Keys and into Latin America. She will report directly to Scott Couturier and will play a key role as Derema continues to invest in strengthening its international presence.

Outside of work, Kristie is deeply connected to the outdoor lifestyle, with a passion for time on the water, travel, and exploring new destinations, bringing an authentic perspective to the boating and outdoor markets Derema serves.

Derema Group looks forward to the leadership and expertise Kristie brings as the company continues to expand its support for manufacturers and dealers across North America and international markets.

About Derema Group

Derema Group is the only marine and RV rep agency with multichannel coverage throughout the U.S. and Canada. For more information, and the locations of the company's 26 sales specialists, please visit www.derema.com.

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