

# Yamaha U.S. Marine Business Unit Names Scott Higgins General Manager of Marine Engine Systems Sales and Marketing

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Scott Higgins is the new General Manager of Marine Engine System Sales and Marketing for Yamaha U.S. Marine Business Unit.



KENNESAW, Ga.--([BUSINESS WIRE](#))--Yamaha U.S. Marine Business Unit announced today the promotion of Scott Higgins to General Manager of Marine Engine Systems Sales and Marketing. In his new role, Higgins will oversee strategic direction and execution for marine engine systems sales and marketing initiatives across the organization.

“Scott’s extensive experience and leadership across multiple areas of the business make him the ideal choice to lead our Marine Engine Systems Sales and Marketing team,” said Mark Tracy, Vice President, Yamaha U.S. Marine Business Unit. “His ability to align sales and marketing strategies will continue to strengthen our position in the marketplace and support our dealers and customers.”

A Yamaha team member since 2003, Higgins has held several leadership roles spanning Dealer Sales, OEM and Operations. Most recently, he served as Division Manager of Outboard Marketing, where he led Yamaha Marine advertising, events, tournaments and sponsorships, pro staff and dealer education programs. Previously, Higgins served as Division Manager of Operations, successfully guiding the team through supply chain challenges during the pandemic.

Higgins reports directly to Mark Tracy, Vice President, 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](http://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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