

Zach Hutcheson Steps into Chief Executive Officer Role at Correct Craft

Hutcheson to Lead Next Chapter of Growth and Culture-Driven Impact

ORLANDO, Fla. (April 1, 2026) — Today, Zach Hutcheson has stepped into the Chief Executive Officer role at Correct Craft. Hutcheson succeeds Bill Yeargin, who served as CEO for the past two decades.

A longtime Correct Craft leader and previously the company's Chief Financial Officer, Hutcheson steps into the role following a deliberate succession process. Yeargin and Hutcheson have worked closely together for some time to prepare for a smooth and seamless transition, ensuring continuity in strategy, execution, and culture.

"I'm honored to step into the CEO role," said Hutcheson. "Correct Craft is special because our purpose is real and our culture is lived. I'm grateful for Bill's leadership and mentorship, and I'm excited to serve our team members, customers, and communities as we continue into the future."

Hutcheson added, "I'm passionate about getting more people on the water because life's best moments happen there. That will continue to drive how we serve our customers, support our dealers, and build great products."

Hutcheson will lead the company's next phase with a continued focus on innovative products, an impact-driven culture, and the continuous growth of the Correct Craft brands.