

Press Release for Immediate Release

Daiane Alfaro Appointed Dealer and Broker Acquisition Lead, as Rightboat Expands North American Focus

In this role, Daiane will lead the expansion of Rightboat's dealer and broker network across priority markets—deepening inventory, strengthening local presence, and accelerating membership growth. This increased scale is fundamental to how Rightboat builds demand: better inventory and coverage attract more engaged buyers, which in turn drives stronger results for dealers and brokers.

This growth is already being reflected at scale, with Rightboat forecasting 8.6 million visits in 2026 and delivering 54% year-on-year growth in leads, strengthening its position as the #2 global marketplace behind the incumbent player.

Daiane brings over 15 years of experience in acquisition and sales, including several years in the marine industry. She specializes in partnering with dealers and brokers across the U.S. and internationally to drive growth through strategic positioning, digital platforms, and tailored commercial solutions. Her consultative approach—grounded in understanding each partner's inventory, goals, and market dynamics—helps businesses expand reach, improve performance, and convert more demand into transactions.

Charlie Jefferson, Vice President Sales at Rightboat, commented:

“Expanding our dealer and broker network is central to our growth in North America. Daiane brings the experience to strengthen market coverage, deepen inventory, and help partners capture more buyer engagement. Her focus will be converting that momentum into measurable retail outcomes for our dealer and broker partners.”

Her appointment strengthens Rightboat's ability to deliver a more effective marketplace experience across the board: buyers benefit from broader choice and a more seamless path to purchase, while dealers and brokers gain access to higher-quality demand earlier in the decision cycle, with increased visibility in their local markets.

As buyer behavior continues to shift earlier in the journey, Rightboat is focused on ensuring it's not just where inventory lives—but where demand is created.

About Rightboat

[Rightboat](#) is a global online marketplace for buying and selling boats, supporting brokers, dealers and OEMs and offering powerful tools and trusted inventory to help buyers move from search to sale with confidence.

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