

## **CHANGES AT SOUTHPORT'S HELM**

April 17<sup>th</sup>, 2017 – For Immediate Release

AUGUSTA, MAINE –Southport Boats is pleased to announce a well-earned leadership change. After a 12-month transition period, Skip Robinson is stepping down as Managing Director, turning over his Sales responsibilities to Jonathan Kirby, who has been recently promoted to Sales and Marketing Director, while industry veteran George Menezes will continue as Director of Operations and will formally assume the General Management role.

“Skip has been with Southport for over four years. His forty-plus years in the industry has been instrumental in the company’s transformation and rapid growth after its move to Maine. He has inspired the development of multiple new models on current platforms and was instrumental in the launch of the popular Southport 33 series,” said company president Ian Kopp. “Skip leaves us in great hands and positioned to continue our meteoric growth and expanding brand awareness with the extremely talented and experienced George Menezes and the youthful energy of Jonathan Kirby.”

Of course, anyone who knows Skip Robinson will know that actual “retirement” is not in his future. Robinson will return to his successful marine industry consulting business with Southport Boats being among his regular clients. Don’t be surprised to see him at upcoming boat shows or observe his signature on the upcoming release of new Southport models.

### **About Southport Boats**

Southport Boats, located in Augusta, Maine builds robust, quality engineered, offshore center console boats on three platforms (27', 29' and 33'), which are said by many to be the premier boats in their class. The semi-production builder employs 40 experienced and dedicated craftsmen and technicians in a 50,000 square foot production facility. Southport Boats, while a production builder, caters to the demanding needs of their customers and dealers and always welcomes the challenge of custom requests as a way to further improve an already exceptional boat. For more information, please visit [www.southportboats.com](http://www.southportboats.com).

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Media Contact:

Jonathan Kirby

[Jonathan@SouthportBoats.com](mailto:Jonathan@SouthportBoats.com)

207 620 7998 x260