OceanLED USA Announces New Manager of Superyacht Division

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OceanLED, the world’s leading manufacturer of LED marine lighting technology is proud to announce that William Banning has joined the USA team in the role of Superyacht Manager, with the primary objective of growing the Company’s superyacht business. “As we’ve experienced growth in the superyacht category, it was time to bring in a qualified candidate to strengthen the Company’s position in the superyacht market,” said Don DeMott, US General Manager. “We are fortunate to have found William as his expertise in different sectors of the marine electronics and yachting industries will be invaluable to all involved.”

Banning joins the OceanLED team with extensive experience in new sales, project management and client retention gained from nearly fifteen years serving as Project Manager / Systems Designer for a major marine electronics integrator. In addition, William’s Superyacht knowledge from having held prominent roles in managing several large power yacht programs where he successfully executed mechanical and interior refit projects, prove him to be a valuable addition.

William is a seasoned Yacht Captain, sailing actively on the “Big Boat” racing circuit in California, Chesapeake Bay, Caribbean, Pacific and the Mediterranean. “I am excited at the opportunity to take OceanLED’s Superyacht Division to the next level,” said William Banning. “My ability to relate with and communicate with vessel captains, engineers and yacht managers coupled with understanding the unique needs this segment of the market requires and expects is key.” William will be based at OceanLED’s USA headquarters at the Lauderdale Marine Center in Fort Lauderdale.

About OceanLED

OceanLED is the most popular and most widely distributed marine lighting brand in the world. The UK based company’s product line serves a multitude of uses on board all sizes of boats, from 3 meter RIBs to the largest of superyachts. Continuing projects at some of the world’s most prestigious boat yards and boat builders, along with a loyal dealer network across the globe, are testament to OceanLED’s advanced technical achievements, industry recognition and constant pursuit of excellence in the field of marine lighting.

For more information about OceanLED Marine Ltd call +44 (0) 1455 637505, or to learn more about OceanLED’s world renown underwater LED lighting, visit www.oceanled.com.

Keep up with OceanLED via our social media networks: Twitter @OceanLEDMarine and Facebook.

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