Bill McEathron named General Manager, Mercury Marine Asia

April 23, 2013

Mercury Marine has announced that Bill McEathron has been promoted to the position of General Manager, Mercury Marine Asia.

In this expanded role, McEathron is responsible for the overall Mercury Marine business in Asia including sales and operations in addition to providing leadership oversight of the company’s manufacturing operations in Asia. McEathron will remain based in Suzhou, China, but will travel extensively in markets throughout Asia.

McEathron holds a bachelor’s degree in mechanical engineering from the Milwaukee School of Engineering, and a master’s degree in business administration from the University of Wisconsin. McEathron has nearly 28 years working experience at Mercury Marine, including 15 years in engineering and product development, 7 years in program and product management, and the last 5 years in Asia as General Manager, Asia Operations.

Headquartered in Fond du Lac, Wis., Mercury Marine is the world’s leading manufacturer of recreational marine propulsion engines. A $2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury’s industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land ‘N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at mercurymarine.com.