

Sean Hatherley

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MARINE INDUSTRY SALES DIRECTOR

- 30 year marine electronics industry professional having worked with Industry leading companies, in multiple roles.
- Navico Inc. (Americas). S.V.P. Sales covering sales channels, Large retail, boat builder, technical dealers, and wholesale distributors. Navico is the World's leading manufacturer and supplier of marine electronics. Navico supply's the complete maritime community with electronics on vessels from 15' to 200'.
- Experience in directing and executing strategic growth plans.
- Experience working with Microsoft CRM Dynamics, Windows applications - Excel, Word, Power Point.
- 22 years' experience selling into all markets, domestically and internationally, markets primarily North America, and Latin America.
10 years' experience with US boat builders developing programs designed to enhance the consumers, boat dealers and builders experience with on-board electronics
- An expert in listening to the customers wants and needs and aligning them to the programs and abilities of the internal organization
- Proven record of accomplishment of leadership and team management. Currently leading a of 18-field sales managers in North America.
- Knowledge of system installations on both sail and power boats, backed by technical training and onboard experience
- A strong team builder bringing focus and drive to meet targets and grow business,

PROFESSIONAL EXPERIENCE

S.V.P. Sales Americas

Responsible for all sales and sales operations in the Americas. With a field sales team of approx. 40 and an operations team of 22. Working with the nation's top marine retailers, boat builders, distributors and technical installers. Driving cross functional sales and support in all segments of the marine electronics business

V.P. Sales Americas (2014-2020)

Responsible for sales in North America. Technical Dealers, Local Retail accounts and Wholesale Distribution. Manager of 18 field sales staff covering all of North America. Lead on company MAP/MRP Policy, Business management in conjunction with CRM

2013 – 2014

Seakeeper Inc.

California, MD

International Commercial Sales Director (APAC & EMEA)

Responsible for sales outside of the US in to the commercial marine markets. Covering, small Navy vessels, Pilot boats, fast crew boats and patrol boats. Direct to builder, refit and end user sales. Gyro systems are very technical with a long selling cycle. Worked with country distributors directly on sales growth. Also spent 50% of the time in Asia, setting up local operations, sales and support.

Focus in both the Leisure and Commercial sectors.

2010 – 2013

Intellian Technologies.

Irvine, CA

V.P. Sales North America

Responsible for sales to all US marine electronics retailers, Installers and boats builders for Intellian TVRO and VSAT products.

Oversee all sales and sales programs for all of the Americas, OEM, Retail and technical accounts.

Manage the Director of Sales VSAT, Florida and Latin Americas Sales Manager and multiple rep. groups in the US and Canada.

Focus in both the Leisure and Commercial sectors.

2008 – Aug 2010

Navico, Inc.

Nashua, NH

Director of OEM Sales

Responsible for sales to all US boat builder for Navico products and OEM sales to engine manufacturers and third parties.

Oversee all sales and sales programs for Navico Latin America.

2001 - 2008

Raymarine, Inc.

Merrimack NH

National OEM & Government Sales Manager

Responsible for OEM and Government/Military Sales, plus the International Sales Manager, OEM Support manager, Boat Dealer Manager and two field OEM plant technicians. This position involves extensive travel within the US and Canada.

Building and supporting the OEM network.

2000 – 2001

Raymarine Inc.

Nashua NH

National OEM Sales Manager

Responsible for all boat manufacture programs. Coordinate sells and support in the USA. Including promotional programs and account maintenance.

1995 – 1999

Raytheon Marine Company

Nashua NH

Regional Sales Manager (New England & Eastern Canada)

Sales and support of full line of Raytheon Marines recreational products, 125 direct accounts and 30 retail stores. Sells growth min of 13% each year in the New England territory.

1994 – 1995 Raytheon Marine Company

Nashua NH

Product Support Specialist

Technical support to Raytheon end user and dealer network within the USA. Attend all major boats shows and other marine trade related events.

1990 – 1994 Raytheon Marine Europe

Portsmouth UK

Service Technician

Service a wide range of Autohelm products from the first analog units developed in 1975, through the full product range.

1988 – 1990 Marconi Space Systems

Portsmouth UK

Environmental Test Equipment Technician

Setting up vibration, drop and thermal shock test. Calibration of equipment, running test, space simulation work and maintenance of the test equipment and jigs.

1986 – 1988 Marconi Defense Systems

Portsmouth UK

Youth Training Scheme

Year one spent in many different departments, Proto type wiring shop, stores, Equipment Calibration, Drawing office and P.E.D.

Year 2 returned to the Prototype wiring department constructing test equipment and wiring looms.

Summary of Qualifications

1986-1991 Highbury College of Technology Portsmouth UK

- O.N.C. Electronic Engineering, Pass
- H.N.C. Electronic Engineering, Year One Pass

1986-1987

- City & Guilds 224 part 1 Electronic Servicing, Pass

1999-2000

- GE Power Systems HR Solutions “Selling Skills”

2002-2006

- Boston University Management Course
 - Business writing
 - Presenting Skills
 - Finance for Non-Financial Managers

2005-2008

- Achieve Global
 - Professional Selling Skills

2009

- Public Affairs and Media Training, Allan Bonner Communications

2010- 2013

- Board member of the NMMA (National Marine Manufacturers Association)

2015- Present

- Board member NMEA (National Marine Electronics Association)
- Board member of the IMEA (International Marine Electronics Alliance)

Hobbies/Interest

Personal fitness, Mountain biking, Snowboarding, Barbecuing

References

SEAN HATHERLEY, (603-493-8662)

Upon request.

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