Donald Day

Donald Day brings more than 20 years of marine industry experience spanning sales & support, dealer development, and extensive on-the-water expertise. Since joining Garmin in 2013, he has advanced through a series of marine sales leadership roles and currently serves as Associate Director, Marine Sales, where he leads Area and Regional Sales Managers responsible for driving sales and training initiatives across the U.S. market.

In his current role, Donald works closely with dealers, OEM partners, and field teams to develop and execute national sales strategies, implement actionable field plans, and strengthen trusted industry relationships. His leadership supports continued business growth while advancing marine education and training throughout the industry.

Prior to Garmin, Donald built a successful career with Volvo Penta of the Americas, where he managed relationships with approximately half of the company's U.S. dealer network. During his tenure, he developed and executed impactful sales and marketing programs and represented the brand at boat shows and OEM meetings across the country. Earlier in his career, he achieved success with Boater's World Marine Centers, becoming a trusted advisor to customers and a top-performing sales professional.

Donald holds a U.S. Coast Guard Master Captain's License (100 Ton, Near Coastal) and combines extensive boating experience with a strong academic foundation, earning both a Bachelor of Science in Marketing and an MBA from Virginia Commonwealth University. His ability to integrate technical product knowledge, real-world marine experience, and strategic business leadership has established him as a respected leader within the marine industry.

Known for his customer-focused approach, hands-on dealer support, and commitment to professional development, Donald continues to play a key role in advancing marine sales excellence, product education, and service standards.

Donald Day

6608 W Franklin St ◆ Richmond, Virginia 23226
Donald.Day@Garmin.com ◆ 757-355-1197 - Cell

SUMMARY OF QUALIFICATIONS

- Over 20 years of wholesale and retail sales experience within the marine industry
- Proven leader with sales team management experience and excellent closing skills
- Proven marine customer service and rapport building skills
- USCG Master Captains License 100T Near Coastal

FORMAL EDUCATION

Master of Business Administration **August 2019**
School of Business, Virginia Commonwealth University, Richmond, VA

Bachelor of Science in Marketing **December 2007**
School of Business, Virginia Commonwealth University, Richmond, VA

WORK EXPERIENCE

Associate Director - Marine Sales **Jan 2026 - Present**
Garmin International, Olathe, KS

- Develop national sales strategies and regional business plans
- Integrate sales and support functions to operate as unified team
- Partner with key stakeholders to identify market opportunities and deliver sustainable business growth

Marine Area Manager **May 2019 – Dec 2025**
Garmin International, Olathe, KS

- Lead and mentor team of eight regional sales managers
- Maintain strong personal relationships with dealers and distributors
- Recipient of area manager for the year in 2022 and 2024 for exceptional leadership and business performance

Regional Sales Manager **Sept 2013 – May 2019**
Garmin International, Olathe, KS

- Meet and exceed sales objectives while maintaining gross margins
- Cultivate and expand relationships with marine dealers
- Communicate market requirements effectively to product development teams

Dealer Business Specialist **January 2008 - 2013**
Volvo Penta of the Americas, Chesapeake, VA

- Create and administer various successful sales and marketing programs
- Facilitate marine OEM dealer meetings and regional retail boat shows

Assistant Manager **April 2003 - June 2009**
Boater's World Marine Centers, Richmond, VA

- Established trust and rapport with key customers
- Award winning top salesperson in sales and extended warranties