



YAMAHA MOTOR CORPORATION, U.S.A., Marine Group Company
1270 Chastain Road, Kennesaw, Georgia 30144 • 770.420.5700 • Fax 770.420.5833

Dean Burnett

President

Yamaha Watercraft Business Group

Dean Burnett was named President of the Yamaha Watercraft Business Group in January of 2015. The Watercraft Business Group is a unit of Yamaha Motor Corporation, U.S.A. and is located in Kennesaw, Ga., an Atlanta suburb.

Burnett grew up in the marine business watching his father and uncles manage the family's marine dealership in Louisville, Ky. He worked with his brother in many aspects of the business including parts sales, calculating inventory, writing service tickets, repairing outboards and dabbling in sales during tradeshow. He began his career with Yamaha in 1987 where he spent four years in sales and marketing roles for the company in the Calif. market.

Burnett left Yamaha in 1991 and spent the next four years working with Boston Whaler[®] and Grady White[®], two of the most well-known boat manufacturers in the marine industry. He also held positions with Fenwick[®] Fishing Tackle and Mercury[®] Marine before taking on the role of National Sales Manager for Yamaha-owned Skeeter[®] Boats, of Kilgore, Texas, in 1997. He was promoted to Vice President of Sales and Marketing in 2001 and, throughout his tenure at Skeeter, played a significant role in streamlining the sales department, ultimately helping the company increase its market share in the bass boat industry.

In January of 2003, Burnett was named Vice President and General Manager of Century[®] and Cobia[®] Boats, two boat manufacturers also owned and managed by Yamaha. During his time at Century, he was responsible for overseeing production, marketing, design, engineering and product planning for the company.



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In May of 2010, Burnett was named Vice President of Yamaha Marine Group Company, succeeding Ben Speciale, who became President of the Marine Group at that time. Burnett had a broad range of operational duties within the group, as well as general oversight of the Yamaha Boat Companies and Yamaha owned Precision Propeller Industries, Inc.

Burnett is a native of Louisville, Ky. and graduated from the University of Kentucky in 1987 with a BA in Marketing. He, his wife, Paula, and two children reside in Marietta, Ga.

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