



YAMAHA MOTOR CORPORATION, U.S.A., Marine Group Company
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Mark Tracy
General Manager, Sales and Marketing
Yamaha Marine Engine Systems

As General Manager of Sales and Marketing for Yamaha's Marine Engine Systems Company, Mark Tracy oversees all sales and marketing for outboard and related systems and products in the in the U.S.

A 22-year veteran of Yamaha Motor Corporation, Mark has held his current role for two years but has served in many positions. As OEM Division Manager, he was responsible for the relationships with YME's 120 independent boat builder partners. His tenure is marked by strong growth and sales success. Mark was District Marketing Manager for the Southwestern region of the U.S., and District Marketing Manager for the east coast of Florida, one of Yamaha's largest volume territories.

In November of 2001, he was promoted to Eastern Regional Manager for the Dealer Sales Group where he was responsible for managing nine District Marketing Managers and all dealer activities along the Eastern Seaboard. During that time, Mark's team was awarded Yamaha's Region of the Year award twice.

Prior to joining Yamaha in 1998, Mark spent five years working as a technician, sales manager and then general manager for a marine dealership in West Palm Beach, Florida. A lifelong boat enthusiast, Mark attended Syracuse University along with Key West Community College gaining degrees in Political Science and Marine Propulsion.

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