



YAMAHA MOTOR CORPORATION, U.S.A., Marine Group Company
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Mark Tracy
Vice President
Yamaha U.S. Marine Business Unit

Mark Tracy, Vice President, Yamaha U.S. Marine Business Unit, oversees Yamaha Marine Power Sales and Marketing teams in addition to leading the Marine Customer Experience (Marine Service) team.

A Yamaha Motor Corporation employee for 25 years, Tracy previously served as the General Manager of Sales and Marketing for Yamaha's Marine Engine Systems Company, where he successfully managed all sales and marketing activities for outboard and related systems and products in the United States. Additionally, Tracy held the position of OEM Division Manager, a position in which he was responsible for building and maintaining relationships with Yamaha's 120 independent boat builder partners. His expertise also extends to his previous roles as Eastern Regional Sales Manager and District Marketing Manager for the Southwestern region and the east coast of Florida, one of Yamaha's largest volume territories.

Before joining Yamaha in 1998, Tracy spent five years working in various positions, including technician, sales manager, and general manager, at a marine dealership in West Palm Beach, Florida. His passion for boats has been a lifelong pursuit. He graduated from Syracuse University and Key West Community College, where he obtained degrees in Political Science and Marine Propulsion.