



NEWS RELEASE

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AIRMAR PROMOTES BRANDON WOLLARD TO GEMECO SALES MANAGER

Industry Veteran Steps into Strategic Leadership Role

FOR IMMEDIATE RELEASE: LAKE CITY, SC. (May 1, 2025) [AIRMAR® Technology Corporation](https://www.airmar.com), a world leader in ultrasonic transducers and Chirp technology is proud to announce the promotion of Brandon Wollard to Gemeco Sales Manager. Since joining Gemeco in 2024 as an Outside Sales Representative, Wollard has brought an energetic and strategic approach to sales, quickly proving himself a vital asset to the team.

“Brandon’s deep industry knowledge and relationship-driven approach have already made a tremendous impact,” said Jennifer Matsis, Vice President of Sales and Marketing at AIRMAR Technology Corporation. “His leadership style and commitment to customer success make him the ideal person to guide Gemeco’s sales team into our next phase of growth.”

Wollard’s promotion reflects more than 19 years of marine electronics sales experience, including leadership roles at Fin-Nor/Pure Fishing and ComMar Sales, LLC. A fourth-generation marine industry professional, he combines technical expertise with a passion for the water, shaped by a South Florida upbringing and a lifetime spent boating and fishing.

“I’m excited to continue building on Gemeco’s reputation for outstanding service and technical expertise,” Wollard said. “We have the right people, the right products, and the right momentum to elevate support for our dealers and grow our presence in both recreational and commercial marine markets.”

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About AIRMAR

AIRMAR® Technology Corporation is a world leader in the design and manufacture of high-performance ultrasonic sensor products for the marine, industrial and commercial markets. We develop advanced ultrasonic transducers, ultrasonic WeatherStation® instruments, and onboard sensor management systems. Product applications include Chirp transducers for fishing and navigation, meteorological multisensors for marine and agriculture, and level, flow and proximity transducers for a variety of industries.

Established in 1982, Airmar's headquarters are located in Milford, New Hampshire with 11 sales and tech support offices in 7 countries. Visit the Company's website at airmar.com.

About GEMECO

GEMECO Marine Electronics Specialists is a wholesale marine distributor serving thousands of dealers, distributors, and boat builders across the Americas, Australia, and New Zealand. As a wholly owned division of Airmar Technology Corp., we possess unparalleled expertise in CHIRP transducers, ultrasonic sensors, WeatherStation® instruments, and SmartBoat Solutions. In addition to being the largest worldwide distributor of AIRMAR transducers, GEMECO offers products from over 150 manufacturers, including NMEA 2000® networking components, electrical and wiring accessories, specialty marine connectors, and a wide array of installation and diagnostic tools. Headquartered in Lake City, South Carolina, GEMECO serves both the recreational and commercial marine markets, priding itself on being the comprehensive solutions provider for the marine electronics industry. For more information, visit gemeco.com.

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