



## ***NEWS RELEASE***

*For more information contact:*  
Craig Cushman  
AIRMAR Technology Corporation  
[ccushman@airmar.com](mailto:ccushman@airmar.com)  
(603) 673-9570

### **AIRMAR HIRES SUZANNE HAWLEY AS BRAND MANAGER**

The Leader in Ultrasonic Technology and Multi-sensor Solutions Continues to  
Grow in Talent and Innovation

**FOR IMMEDIATE RELEASE: MILFORD, NH. (March 15, 2023) – [AIRMAR® Technology Corporation](https://www.airmar.com)**, a world leader in ultrasonic transducers and Chirp technology has named Suzanne Hawley as the Brand Manager for the company’s wholly owned distributor, Gemeco Marine Electronics Specialists, located in Lake City, SC. Hawley comes to Airmar with extensive marketing and PR experience in the marine electronics industry including 20 years as the owner of Hawley Communications, a consulting agency focused on creative marketing solutions for businesses in the recreational boating industry. “Hawley is results-oriented and highly collaborative, which makes her a strong fit for our culture,” said Jennifer Matsis, Vice President of Sales and Marketing. “We are very happy to welcome Hawley to our team. Her integrated marketing experience and skill set will allow us to capitalize on the strength and momentum of Gemeco and the product lines they offer.”

Hawley is a 5-time Neptune Marine Marketing Award-winner and has been a contributing writer for marine trade associations such as the National Marine Electronics Association (NMEA) and International Yacht Brokers Association (IYBA). “I am very much looking forward to using my previous experiences and ideas to help shape the Airmar/Gemeco brands further and to build upon their well-established marketing strategy,” Hawley said. “I look forward to helping take the company and my career to the next level alongside the impressive Airmar/Gemeco team.”

-more-

As Brand Manager for Gemeco, Hawley will be responsible for translating the company's business objectives into marketing strategies that drive revenue. In addition, she will determine and administer the marketing budget, identify and track key metrics, and manage the overall brand and marketing activities for Gemeco. Prior to her 20 years as an independent marketing consultant, she spent 12 years with Raytheon Marine Company and Raymarine, most recently as the U.S. Communications Manager.

### 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 web site at [airmar.com](http://airmar.com).

### About GEMECO

GEMECO Marine Electronics Specialists is a wholesale marine distributor to thousands of dealers, distributors and boat builders throughout the USA and abroad. We are a wholly-owned division of Airmar Technology Corporation, which affords us a unique and unmatched level of expertise in ultrasonic transducers and sonar technologies. In addition to being the largest worldwide distributor of AIRMAR transducers, GEMECO offers products from over 150 manufacturers including NMEA 2000® networking components; radar, antenna and GPS mounts; electrical and wiring accessories; hard-to-find specialty marine connectors, and a broad range of installation and diagnostic tools. Located in Lake City, South Carolina, GEMECO are the premier marine electronics specialists dedicated to providing a seamless customer experience. [gemeco.com](http://gemeco.com)