



NEWS RELEASE

Craig Cushman
AIRMAR Technology Corporation
ccushman@airmar.com
(603) 673-9570

Airmar Appoints Thomas Sellier as EMEA Sales Manager

FOR IMMEDIATE RELEASE: MILFORD, NH. (January 11, 2026) — Airmar Technology Corporation, the world leader in transducer technology, is proud to announce the appointment of Thomas Sellier as EMEA Sales Manager. In this role, Sellier will oversee all sales operations for Airmar products across Europe, the Middle East, and Africa and will report to Guillaume Martino, Director Marport Global Sales and Aimar EMEA.

Thomas Sellier brings more than 15 years of experience in the marine electronics industry, paired with a lifelong passion for the marine market and a distinguished background in competitive sailing. His deep understanding of both the technical and commercial sides of the industry positions him to further strengthen Airmar's presence and partnerships throughout the EMEA region.

Most recently, Sellier served as Product & Sales Manager at NAVICOM, a leading marine electronics distributor in France. During his tenure, he was responsible for sourcing, launching, and developing numerous international marine brands, managing supplier relationships, implementing marketing and sales strategies, and driving revenue growth across key accounts and special markets. His role also included trade show leadership, sales team training, customer education, and real-time margin and inventory management.

Prior to NAVICOM, Sellier held the position of Product & Sales Manager for SILVA MARINE at RAPALA SAS – Normark Nautisme, where he successfully developed national distribution networks, led brand strategy, and managed sales forces while expanding market share in France.

In addition to his commercial achievements, Sellier is a former professional athlete and member of the French Olympic Sailing Team, having competed in French, European, and World Championship circuits as part of his Olympic preparations for Sydney 2000 and Athens 2004. This elite-level competitive background brings a unique perspective on performance, preparation, and precision—values that closely align with Airmar's commitment to innovation and excellence.

"Thomas combines deep market knowledge, proven sales leadership, and firsthand experience as a high-performance sailor," said Guillaume Martino, Airmar EMEA Director. "His appointment reinforces our commitment to delivering world-class products and support to our customers and partners throughout the EMEA region."

Sellier holds advanced business and marketing studies from ISEG in Nantes, France, and is fluent in English with strong working knowledge of Spanish. He will be based in France and will work closely with Airmar's global sales and product teams to support continued growth and innovation.

AIRMAR® Technology Corporation, an Amphenol company, is a leading designer, manufacturer and OEM supplier of high-performance multisensor technology for marine and industrial applications. Founded in 1982 and headquartered in Milford, New Hampshire, AIRMAR develops advanced ultrasonic transducers, WeatherStation® instruments, and sensor monitoring systems. These solutions serve a wide range of markets including recreational marine, commercial fishing, meteorology, ocean survey, and proximity sensing. The company maintains 12 sales and technical support offices across 8 countries and operates through Airmar and its subsidiaries, Marport and MSI Transducers, along with its wholly owned distributors, Airmar EMEA, Airmar ANZ and Gemeco Marine Electronics Specialists. Learn more at www.airmar.com.