

Boating Industry

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WOMEN MAKING

WAVES

30 *Women Making Waves* nominated by
the industry and selected by *Boating Industry*

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CONSUMER PANEL SURVEY



Marilyn DeMartini

PRESIDENT, PR POWER

Education: BA - Business & Community Management, UMass/Boston

Years in the marine industry: 24 years

What first drew you to the marine industry?

Chance! I had just started my company in 1997 and was a marketer and freelance writer in the sports and fitness business. I was asked to freelance with the Drambuie On Ice Championship Offshore Racing Team when they raced on Singer Island. I fell in love with the sport and the team, and the next year, Drambuie hired me as the publicist, changing my life and career. That led to journalism and many other PR clients in the marine industry.

What are some of the biggest lessons you have learned working in the marine industry?

Hard work and integrity pay a big dividend. I earned clients by referrals and freelance journalism work from the relationships I've built with editors over the years—I deliver quality work, on time and within budget!

If you had to choose one memorable achievement in the marine industry, what would it be and why?

My marketing work with the iconic Cigarette Racing Team is a standout, including the licensing that created sunglasses, watches and a designer line of apparel, brought together my work in both the sportswear and marine industries. People still wear those items and they have become collector items.

Was it difficult to navigate a career in this industry?

Why or why not?

I didn't find the industry difficult at all! The marine media, OEMs and everyone I encountered over the years as a marketer and journalist were supportive and helpful. I'll never

forget my first conversation with Peter Hledin of Skater fame, one of my first builder contacts. He spent so much time with me, sharing insights and knowledge—like so many did! People in this industry are facilitators, not competitors.

How do you hope to inspire other women in the marine industry?

I'd like to lead by example, showing that someone who knew little about boats over 20 years ago, could become an "expert" by focusing on a target market, listening, asking copious questions and working very hard to be the best! It wasn't about my gender, rather, it was about my enthusiasm and work ethic.

What advice do you have for women starting their careers in the marine industry?

Very much the same as how I hope to inspire—be willing to be a novice, ask many questions, listen acutely, learn and work hard to master your niche.

What is your favorite place to go boating?

South Florida—East and West Coasts, offer such wonderful destinations—and they are all in my "back ocean."

What are some of your favorite non-boating hobbies?

I love every aspect of fitness—lifting weights, biking, kayaking, and teaching yoga and fitness. I am also a long-time motorcycle enthusiast and love exploring mountains across the country on two wheels!



Hélène Dupeux

VICE PRESIDENT OF EMEA SUPPLY CHAIN, MERCURY MARINE

Education: Master of Credit Management and Logistics, Montpellier Business School, France & BA Bachelor of Strategy Management, Royal Holloway College, London.

Years in the marine industry: 6 years

What first drew you to the marine industry?

I have an appetite for a new challenge after 15 years of

supply chain responsibilities in another sector. I was lucky to receive a phone call proposing the job at Mercury at just the right time. Having grown up by the Mediterranean Sea with a father working in the fishing & sea salt industries, I was intrigued by the possibility of working in marine. I had always associated boating as a commercial industry, not paying much attention to the leisure side of the marine industry. I have since discovered a whole new world.

What are some of the biggest lessons you have learned working in the marine industry?

The boating industry is one made of passionate people. Every person I met is proud: proud of the boat he has designed, proud of the engines he is winning fishing competition with, proud to take his family on a boating afternoon, proud of the boating brand he is working for. I have learned to listen to everyone, to every story in order to shape my knowledge of the industry, to take its pulse, understand its rhythm so that I could drive the changes needed, embarking everyone on the same wave.

If you had to choose one memorable achievement in the marine industry, what would it be and why?

The Marine industry is mostly associated with sales, marketing, innovation, manufacturing... and less with supply chain. I would like to think that I have managed to demonstrate how supply chain, from procurement to distribution, is at the heart of this industry and enabling this industry to satisfy a very wide variety of customers. Most of times it is only when one of the chain links is broken, as we experienced these past months with this COVID-19 pandemic that everyone realized how dependent this industry is from a reliable supply chain. I am proud of how the team has managed the customer relationships in this challenging time. I believe that in the customers relationship, whether it is with a dealer in the south of Italy or with a major OEM located in Poland, the supply chain is a key success factor in the growth of Mercury in EMEA.

Was it difficult to navigate a career in this industry?

Why or why not?

My career was shaped in a different industry, in the after sales sector. While I rapidly shaped my vision for the future of the supply chain organization, the learning of the industry, and more precisely Mercury Marine business took more energy. For example, I needed to demonstrate how important it was for a leader of the supply chain to input into sales strategy and develop partnership not only with suppliers but as well with customers. I was fortunate to find the support I needed from a strong group of people that are still walking alongside me on this journey.

How do you hope to inspire other women in the marine industry?

I would be really honored if I could inspire one individual! I tend to demonstrate that yes, it is possible to have a career, to enjoy your work and have a busy personal life.