MICHAEL YOBE

STRATEGIC THINKER | TEAM CENTERED LEADER

865-209-9952
mikeyobe@icloud.com
www.yobieone.com
Knoxville, TN



EXPERIENCE

POLARIS

WATERCRAFT DIVISION SR PRODUCT MANAGER | OCT 2024 – PRESENT

DIRECTING A CORPORATE BUSINESS DEVELOPMENT TEAM TASKED WITH BRINGING A NEW BUSINESS UNIT INTO EXISTANCE

- Delegate consumer research to determine organizational fit, product attributes, and customer conjoint and willingness-to-pay
- Coordinated and defined opportunities with other GBUs to keep development costs to a minimum
- Comprehensive authority over business case inputs: unit volume forecast, product lifecycle, feature plan to win, capital investment, build of material selection, and overall P&L success
- Initiated go-to-market strategies that align the sales organization with rental/fleet as well as a comprehensive advertising plan utilizing AI generated content and CTV as backbone of customer acquisition

MARINE DIIVISION - DIRECTOR OF INNOVATION | MAY 2020 – OCT 2024

LED A TEAM TO TRANSFORM THE MARINE BRANDS INTO TECHNOLOGY TRAILBLAZERS VIA CUSTOMER CENTRIC INITIATIVES

- Recurring revenue contributions in excess of $30M and multiple patents
- Managed the innovation funnel of over twenty concepts determined by VoC research, strategic direction, brand fit, and feasibility
- Employed world renowned innovation leaders to establish a greenhouse incubation plan inclusive that has become a company benchmark for new initiatives
- Consumer first mentality to influence go-to-market and sales strategies

MARINE DIVISION - BRAND MANAGER | OCT 2019 – MAY 2020

P&L RESPONSIBILITY OF ICONIC RINKER AND STRIPER BOAT BRANDS VIA COMPREHENSIVE PRODUCT, PROMOTION, PRICING, AND SALES PLAN – REVENUE RESPONSIBILITY $90M

- Restructured new product development plan emphasizing model lengths with highest CAGR growth, dealer input, available resources, and facility capacity – twenty new models in 5 years
- Reinvigorated the stagnant Rinker brand by quickly executing outbound marketing (digital and social specific), product, and dealer program enhancements – initiatives unseen in over ten years
- Responsible for revenue and EBITA of seven variable commissioned regional sales contractors: tasking the team on dealer evaluation, rationalization to kickstart revenue, and sales training

HCB CENTER CONSOLE YACHTS

VP MARKETING AND SALES | JUNE 2017 – MAY 2019

ACCOUNTABILITY TO OWNERSHIP OF A PRIVATELY HELD ENTREPRENURIAL COMPANY LEADING TO 40% LEAD INCREASE AND 28% INCREASE IN SALES

- Dual responsibility of dealership network growth and customer acquisition strategy
- Utilized a conservative budget and plan to make relevant a dormant brand including new brand standards, website, social media and digital marketing campaigns, and national TV exposure
- Defined, established, and executed an independent dealer network plan in under twelve months, moving retail sales from a factory direct model to nationwide distribution resulting nine new dealerships
- Created a custom build program founded on research of global luxury brands that provides client assistance and personalization, this included construction of a customer service center, and definitive customer satisfaction KPIs

SUMMARY

Multi-patent holder, accountable charismatic leader that will hit the ground running

Experienced marketing executive with progressive advancement in B2C and B2B organizations. A proven record of success by understanding customer desires, developing customer centric products, managing go-to-market strategy and execution, leading sales organizations, and management of multiple concurrent projects.

KEY ACHIEVEMENTS

SURGICAL MARKETING MIX MANAGEMENT TO INCREASE REVENUE, EBITA, CUSTOMER ACQUISION, AND MARKET SHARE FOR WELL KNOWN BRANDS

GO-TO-MARKET ACTIVITIES INCLUDING NATIONAL TELEVISION EXPOSURE ON ***SHOWTIME'S BILLIONS***, ***FOX SPORTS***, AND ***THE PRICE IS RIGHT*** RESULTING IN 20%+ LEAD INCREASE

DEALERSHIP GROWTH FROM TWO LOCATIONS TO TEN IN LESS THAN NINE MONTHS, ***CRUCERO*** CUSTOM YACHT BUILDER PROGRAM, AND EXPERIENCE CENTER

NUMBEROUS PATENT SUBMISSIONS RESULTING IN COMPETITIVE BLOCKING, FIVE PRELIMINARY PATENTS AND TWO AWARDED PATENTS

EDUCATION

MASTER INTERNATIONAL MANAGEMENT
University of Maryland | 2003
Concentration: Marketing

BA - BUSINESS ADMINISTRATION
Westminster College (PA) | 1994
Minor: Marketing

COMPUTER PROFICIENCY

MS OFFICE SUITE | ADOBE | SALESFORCE | PARDOT

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BRUNSWICK BOAT GROUP

BRAND MANAGER | OCT 2013 – FEB 2017

INTEGRAL PART OF A SELECT TEAM THAT RE-ENERGIZED, RE-DEFINED AND RE-FOCUSED RESULTING IN THE $89M BAYLINER BRAND BECOMING PROFITABLE FOR THE FIRST TIME IN OVER A DECADE.

- Executed the complete global marketing effort with emphasis on digital, social media, endemic and out-of-category advertising coupled with limited print advertising, pay per click and retargeting activities, and a complete website upgrade with SEO emphasis
- Led aggressive new product development program reducing overall average portfolio age to 2.3 years, due to market launch of 13 of the 16 boat models with three models selling more than 500 units annually
- Co-responsible for management of a 294-dealer network: setting YOY dealer retail goals, geographic insights into competitive dealers, and locating replacement dealers in poor performing markets. I was also instrumental in crafting dealer programs including promo dollars, volume discounts, and sales goal attained back-end funds

PORTFOLIO MANAGER | DEC 2012 – OCT 2013

PRODUCT LIFECYCLE, PRICING, POSITIONING, BRANDING AND SALES TRAINING FOR ALL SEA RAY AND BAYLINER MODELS UNDER 24' - MARKET SUCCESSES INCLUDE THE BAYLINER ELEMENT SERIES AND SEA RAY SPX MODELS

- Used VoC information, boater registration data, and internal financial goals to identify growth in markets to guide product lifecycle or find white space opportunities
- Responsible for conception, development and launch execution of the Bayliner Element portfolio, Sea Ray SPX portfolio, Sea Ray Jet exploration, Bayliner Deck Boat portfolio, and others

SMITH & WESSON SECURITY SOLUTIONS

DIRECTOR OF MARKETING | AUG 2010 – OCT 2012

RESPONSIBLE FOR THE OVERALL MARKETING STRATEGY AND PROMOTIONAL ACTIVITIES OF A MULTI-MILLION DOLLAR SECURITY PRODUCT AND SERVICE PROVIDER - $10M IN GOVERNMENT CONTRACT AWARDS

- Led the two-person Business Development and five-person Communication teams – reporting directly to the President
- Directing the rebranding of a division of Smith & Wesson including website refresh, photo/video assets, sales tools, and social media strategy
- Organized, researched, and wrote multiple responses to US Government requests for proposals and requests for quotes

PREVIOUS ROLES

DETAILS AVAILABLE UPON REQUEST | MAY 1994 – AUG 2010

VERTICLAL MARKET MANAGER | COOPER INDUSTRIES | 2007 – 2010

INNOVATIONS MANAGER | SHELL OIL | 2006 - 2007

MARKET DEVELOPMENT MANAGER | TEXAS INSTRUMENTS | 2004 – 2006

BRAND MANAGER | PENTAIR | 2001 – 2004

OPERATIONS MANAGER | PENTAIR | 1997 – 2001

PRODUCTION MANAGER | DELPHI AUTOMOTIVE | 1994 – 1997

SKILLS & STRENGTHS

Branding & Identity	Business Case Development
Competitive Analysis	Consumer Centric
Contracts/Sales Programs	Demand Generation
Event Management	Go-to-Market Strategy
Innovation and IP	M&A and JDA's
NPD Toll Gate Processes	Out-of-the-Box Minded
Participative Leadership	Pricing Strategy
P&L Responsibility	Sales Readiness Tools
Sales Channel Management	SEO and SEM Success

PATENTS AND IP

PLASTIC BOAT [AWARDED]	**12,187,389 B2**
WATERCRAFT COVER [AWARDED]	**12,304,595 B2**
WATERCRAFT COVER [AWARDED]	**12,358,594 B2**
BOAT THRUSTER [AWARDED]	**12,623,766 B2**
Pocket Ladder	US 20240239460 US 20240190536
Pontoon Surf System	[PRELIMINARY]
Hidden Engine Propulsion	[PRELIMINARY]

PASSIONS

BALANCING FAITH, FAMILY, FITNESS, AND FUNCTION TO CONTINUOUSLY IMPROVE

OUTDOOR ENTHUSIAST, PRIMARILY ACTIVITES THAT PERTAIN TO WATER: WAKESURFING, BEACH, OFF-SHORE FISHING, KICKING BACK AT A POOL

WINNING AS A TEAM, ACHIEVING A GREATER SUCCESS TOGETHER THROUGH INSPIRATION, COLLABORATION, AND DETERMINATION