

Yobe Background



Personal & Professional

Grew up in Brookfield, OH - Pop 10,500 (OH/PA line)
Parents retired to Mt. Dora, FL

Westminster College (1994)

BA - Business Administration w/ Marketing Minor
Basketball scholarship
Sigma Nu Fraternity

University of Maryland (2003)

Masters International Management - Marketing



Polaris Experience

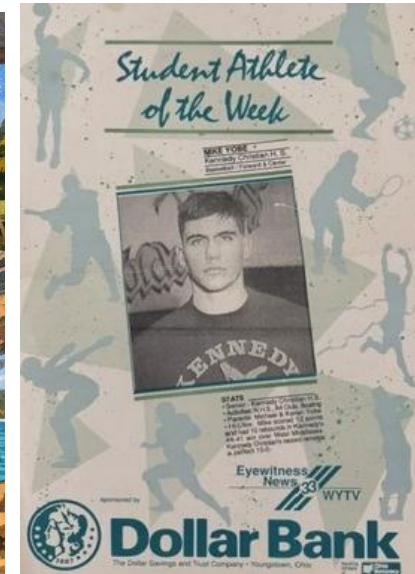
Polaris Marine: Boat Innovation Group [BIG] (2020 – 2024)
Striper & Rinker Brand Manager (2019 – 2020)

Passions

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

 OUTDOOR ENTHUSIAST, PRIMARILY ACTIVITIES 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



Work Like a Captain, Play Like a Pirate

Career Journey Prior to Polaris



HCB Center Consol Yachts: VP Marketing and Sales (2017 – 2019)



Brunswick: Bayliner Brand Manager (2013 – 2017)

Sea Ray & Bayliner Portfolio Manager (2012 – 2013)

BAYLINER®



Smith & Wesson Security Solutions: Director of Marketing (2010 – 2012)



Smith & Wesson®

Cooper Industries: Vertical Market Manager (2007 – 2010)

COOPER Crouse-Hinds

Shell Oil: Innovations Manager (2006 – 2007)



SLICK®

Texas Instruments: Market Development Manager (2004 – 2006)



Shell V-Power

50

Pentair: Brand Manager (2001 – 2004)

Operations Manager (1997-2001)



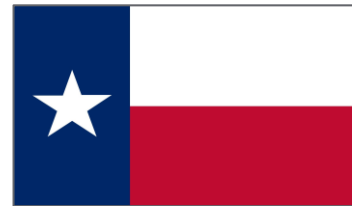
TEXAS INSTRUMENTS



Delphi Automotive: Production Manager (1994 – 1997)



Pentair



Proud Career Moments



Product

Shell
V-Power

BAYLINER



POLARIS



Promotion



Belief System



Faith, Family, Fitness, Function

Faith: Orthodox Christian – Weekly Liturgy

Family: Fiancé [working on a date] (Angie),
Son (Ian – 19), “Step-Adults” (Carson – 23 and
Camryn – 21)

Fitness: Lately – fitness pizza in my mouth
Goal – get back into comp waterskiing shape

Function: Might not send emails/texts on the weekends
and after work but I never turn off – you will see left-field
ideas from time to time

Core values: Honesty, Integrity, Loyalty, Gratitude,
Discipline, Passion, Humor

Born with the water gene

“Yobe-isms” are a result of how my mind works



“If you do these four things you will go FARR → Flexible, Anticipate, Responsible, Respectful”