

News Release**For Immediate Release****3 September 2024****Typhoon International announces new Head of Leisure & Commercial Sales**

Typhoon International is pleased to announce the appointment of Ben Willis as its Head of Leisure and Commercial (UK & IE) Sales, who is stepping up to the role after 9 years with the company as UK Commercial Sales Manager.

The role encompasses the management of all aspects of leisure (both UK and export) and UK commercial sales at Typhoon, overseeing the brand's sales strategy and continued growth.

Ben has worked for Typhoon since 2015, serving as its UK Commercial Sales Manager, and predominantly working with the likes of the RNLI, Fire & Rescue Services and offshore accounts, amongst other marine operatives.

Well known within the marine industry, he was also previously the North & Scotland Area Manager at Navimo UK and Northern Area Manager at Marathon Leisure, therefore bringing extensive experience to the role, as well as his dedication to the company and high degree of professionalism and maritime knowledge.

Ben is a keen Dart 18 Catamaran racer, competing at club, national and world championship levels, and is also an RYA volunteer dinghy instructor and holds several RYA dinghy & power boat qualifications.

“We are thrilled to have Ben Willis step into the role of Head of Leisure and Commercial Sales,” says Kevin Coulthard, Managing Director at Typhoon International. “Ben’s extensive experience, deep understanding of the industry and long-standing commitment to Typhoon make him the ideal choice to lead this important division.

“His passion for the marine sector, both professionally and personally, ensures that he will continue to deliver the high level of service and expertise our customers have come to expect.”

For more information on Typhoon International and its quality marine products and apparel visit www.typhoon-int.co.uk

ENDS

Notes for editors:

About Typhoon

- Founded over 70 years ago, Typhoon manufactures and supplies high quality marine products and is one of the world's largest drysuit manufacturers.
- Typhoon's products are designed specifically for its key leisure markets of sailing, diving, paddlesports, surfing and general watersports.
- Typhoon also supplies major defence markets and commercial customers around the globe, including water and environment organisations, coastguards, fire brigades, police services, wind farms, local authorities, major oil companies and search and rescue organisations.
- Typhoon's head office in Redcar provides a full after sales service which also includes repairs and servicing.
- Typhoon is part of the Alliance Marine Group
- For more information visit www.typhoon-int.co.uk

MAA

- MAA provides simple, no-nonsense solutions to companies' advertising, PR, media buying and marketing communications needs.
- From brand development to website design, digital marketing to PR, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit www.maa.agency

For media enquiries, more information, product tests, or hi-res images:

Mike Shepherd

or

Amy Grealish

MAA

Typhoon

Email: mike@maa.agency

Email: agrealish@typhoon-int.co.uk

Tel: +44 (0) 23 9252 2044

Tel: +44 (0) 23 80 720 800