

# Andrew Murray

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Growth-driven marine industry executive with over a decade of experience leading service operations, sales strategy, and team development across regulated and lifestyle-driven markets. Expert in Boating-as-a-Service (BaaS), dealer management, CRM integration, and asset lifecycle optimization. Proven ability to scale operations, drive revenue growth, and deliver customer-centric service models while leading M&A transitions and expanding brand footprints.

## WORK EXPERIENCE

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### **EGA Marine** *General Manager*

**May 2019 – Present**  
*West Palm Beach, FL*

Co-founded EGA Marine alongside the same ownership group as Freedom Boat Club of South Florida (Freedom Adventures LLC), as a vertically integrated solution to support and maintain the club's growing fleet. Operated as a Mercury Marine Certified Service Center with a mobile team of technicians and vehicles servicing over 190 vessels along 80 plus miles of coastline. Following the successful sale of the Freedom Boat Club franchise to Brunswick Corporation (NYSE: BC) in 2024, EGA Marine continued as an independently operated entity.

- Built a mobile tech fleet and service infrastructure capable of supporting high-volume Boating-as-a-Service (BaaS) operations
- Directed all service operations, warranty administration, vendor relations, and SOP development
- Developed scalable systems and fleet maintenance protocols that were replicated post-acquisition
- Balanced sleeves-up field involvement with strategic oversight of personnel, logistics, and expansion
- Maintained high service quality and turnaround times, reducing downtime across all operational fleets

#### Retail Dealer & Brokerage Development

Launched and managed EGA Marine's dealership operations, representing multiple boat brands and servicing a pipeline of leads generated through collaborative efforts with Freedom Boat Club. Oversaw full-cycle marine retail sales, from lead qualification to post-sale relationship building and upgrade tracking.

- Worked directly with manufacturers and represented several premium boat brands at boat shows and sales events
- Organized in-house boat shows and client ownership roundtables to increase customer engagement and brand loyalty
- Designed lead nurturing workflows and CRM follow-up systems to maintain high engagement throughout the sales cycle
- Built a DMS (Dealer Management Software) infrastructure to manage listings, communications, and post-sale customer support
- Created upsell programs and lifecycle campaigns that supported existing owners in upgrading and re-entering the pipeline

### **Freedom Boat Club of South Florida (Franchise: Freedom Adventures LLC)** *Chief Operating Officer*

**May 2019 – Sep 2024**  
*West Palm Beach, FL*

Led Freedom Boat Club's largest and fastest-growing franchise, overseeing 13 locations, More than 190 vessels, and a team of 80. Directed all facets of operations, sales, customer experience, compliance, and fleet strategy for a \$15 MM plus business serving thousands of active members in the region. Balanced executive leadership with hands-on field operations, scaling infrastructure while refining day-to-day systems. Instrumental in the franchise's sale to Brunswick Corporation (NYSE: BC), where I led operational and due diligence strategy. Recognized for building replicable models and leading culture from the dock to the boardroom.

- Grew revenue 10x in 5 years through strategic expansion and operational excellence
- Led acquisition transition strategy to Brunswick Corp (NYSE: BC), the franchisor, with full operational oversight
- Developed and scaled systems across fleet readiness, service workflows, and CRM integrations
- Mentored management team across operations, service, logistics, and sales functions
- Cultivated a member-focused culture that earned "Best of Palm Beach County" awards

## Sales Strategy & Asset Optimization

Led the development of a sales qualification system that transformed member leads into boat buyers, leveraging operational data, behavioral triggers, and lifecycle analysis. Created a profitable exit strategy for fleet vessels by aligning boat usage with ideal resale timelines, yielding higher asset value recovery and stronger lead conversion rates.

- Developed a dual-track pipeline to route prospective members toward either club membership or retail boat sales, depending on lifestyle fit
- Built segmentation criteria and qualifying filters for new leads to identify long-term ownership potential
- Created an in-house resale strategy that paired lightly used club boats with interested prospects, reducing idle inventory and maximizing ROI
- Managed lead flow using CRM platforms and implemented nurture campaigns across sales channels
- Worked closely with operations and marketing to craft targeted messaging based on behavioral data and member profiles

## Artisan Distributing

*General Manager*

**Apr 2014 – Sep 2019**

*West Palm Beach, FL*

Oversaw full P&L and day-to-day leadership for a premier wine and spirits distributor, specializing in luxury private-label products, bonded warehousing, and regulatory strategy. Managed multi-state compliance, supply chain, and brand marketing operations. Known for executing retail strategy, launching new portfolios, and building high-performing teams. Balanced strategic thinking with daily fieldwork, leading sales efforts, warehouse operations, and client relations.

- Managed P&L, warehouse operations, and compliance across multi-state distribution
- Launched private-label portfolios and expanded market penetration
- Led business operations through successful asset consolidation post-merger with McM Imports
- Balanced retail growth with strict adherence to bonded logistics and regulatory frameworks

## Artisan Yacht Provisions

*Business Operations Consultant – Yachts & Estates*

**Sep 2016 – Oct 2019**

*West Palm Beach, FL*

Contracted to optimize operations for a luxury provisioning firm catering to elite yacht and estate owners. Improved order fulfillment, procurement, and logistics for multimillion-dollar clients. Supported executive leadership in business development, contract acquisition, and ultimately helping secure a private acquisition deal. Worked directly with owners and buyers while managing backend logistics and scalability planning.

- Streamlined procurement and delivery logistics for elite clientele
- Supported multimillion-dollar client account acquisition and fulfillment
- Helped position business for sale, contributing to successful acquisition by private investor

## McM Imports

*Business Development Manager*

**Apr 2011 – Sep 2016**

*Cincinnati, OH*

Co-founded and led a specialty import and bonded warehousing business focused on regulated product logistics, including compliance with TTB, ATF, CBP, and state authorities. In 2015, merged company operations with Artisan Distributing to expand market reach.

## EDUCATION

### Johnson & Wales University

*B.S., Entrepreneurship - Business Development and Marketing*

**Feb 2011**

*Providence, RI*

- President of the University Business Development Center
- University Representative for the Rhode Island Small Business Development Center & Small Business Administration

## CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** USCG Master 100 ton (Captain)
- **Technical Skills:** Adobe Creative Suite | SEO Marketing | Business Intelligence (BI) | CRM (Customer Relationship Management) | DMS (Dealer Management Systems) | Data Integration
- **Skills:** Fleet Management | Vendor Management | Asset Management | Operations Scaling | Mergers & Acquisitions | Client Retention | Strategic Planning | Business Strategy | Leadership | Sales | Communication
- **Interests:** Traveling and exploring new cultures, Sailing, Diving, Foodie, Sporting Clays