



**SAUNDERS
YACHTWORKS**

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Saunders Yachtworks Names Vice President, General Manager

M. Boyd Siegel will oversee the operational and customer service business strategy of the Alabama-based boatyard

Gulf Shores, Ala. – October 29, 2024 – Saunders Yachtworks announced today the promotion of M. Boyd Siegel to general manager and vice president.

As general manager, Siegel will oversee the customer service and sales department, in addition to all operational activities. In his role as vice president, Siegel will proceed with his contributions to the overall direction of the company and his executive leadership responsibilities as a member of the board of directors.

“To have someone like Boyd rise through the ranks, absorbing the Saunders standard of expectations and culture while also learning the mechanics of the marine industry is invaluable,” Saunders President and CEO John Fitzgerald said. “He has earned this position by providing great service, exceptional leadership and excelling in every role he has performed during his decade-long career at our company.”

Siegel started at Saunders in 2014 as a carpenter in the crafts department. He soon moved to the special projects division refitting vessels for the Naval Oceanographic Office. Siegel transitioned to management as a customer service advisor, then to assistant crafts manager, and by 2018, he was promoted to crafts manager. In 2021, he was named director of operations.

About Saunders Yachtworks

Saunders operates a full-service yacht repair facility in coastal Alabama, managing projects ranging from routine maintenance to major refits and repowers for vessels up to 130 feet. Saunders Yachtworks is located in Gulf Shores and offers the largest lift capacity in the northern Gulf of Mexico. For more information, please visit www.saundersyacht.com.

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