

# BILL YEARGIN

PRESIDENT & CHIEF EXECUTIVE OFFICER  
CORRECT CRAFT



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Bill Yeargin is CEO of Correct Craft, a 98-year-old company with global operations. Correct Craft's subsidiaries include eight boat brands, four engine brands, three water sports parks and entities devoted solely to vertical integration and innovation. The company has manufacturing facilities across the U.S. and distributes into about 70 countries.

Under Bill's leadership, Correct Craft has developed a unique culture of "Making Life Better." They have won all their industry's major awards and were recognized as Florida's "Manufacturer of the Year." One publication recognized Correct Craft as the boating industry's "Most Innovative Company" multiple years and another described the company under Bill's leadership as being "on an aggressive improvement path, the likes of which the marine industry has never seen."

A passionate lifelong learner, Bill has earned a bachelor's degree in Accounting and an MBA. He has also completed post-graduate studies at Harvard, Stanford, Wharton, Villanova, and the Massachusetts Institute of Technology (MIT). Bill is a Certified Public Accountant, Certified Lean Six Sigma Black Belt, and is certified in both Myers Briggs Type Indicator (MBTI) and DISC.

Additionally, in recognition of Bill's "contribution to the lives of others and the betterment of humanity" he was awarded a Doctorate of Humane Letters by Nova Southeastern University.

Bill has served on numerous for-profit and non-profit boards. Currently he serves on the Board of the Florida Chamber of Commerce, the Florida Council of 100, and is board Chair of the National Marine Manufacturers Association (NMMA).

Bill served both the Obama and Trump administrations on cabinet-level advisory councils and has been invited to the White House eight times, by three different presidents, to discuss items of national importance. He actively represents both his company and industry on national and state issues. Bill was also appointed by Florida's Governor to serve on the University of Central Florida board of trustees.

Bill has been recognized with many of the marine industry's top awards including Boating Industry's "Mover and Shaker of the Year." Florida Trend magazine has recognized Bill as one of "Florida's Most Influential Business Leaders" and he is an Orlando Business Journal "CEO of the Year." Bill was also presented the "Governor's Business Ambassador Medal" by the Governor of Florida.

A prolific writer, Bill has been published hundreds of times and has authored five books including the best seller *Education of a CEO: Lessons for Leaders*. He has traveled to over 110 countries and is a sought-after conference speaker.

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