



Marcia M. Kull

**President, SheGoes, Inc.
Sales, Strategy and Business Planning Consultant**

Marcia Kull offers her experience, expertise and extensive network to individual clients seeking assistance with sales, strategy, operations and business planning. A tested and successful executive, Marcia currently serves as Chief Transition Officer for Seven Marine, a Wisconsin-based outboard engine manufacturer, guiding the integration efforts following Volvo Penta's 2017 acquisition. Marcia served as President of Torqeedo, Inc., the world leader in marine electric propulsion, responsible for global revenue development, sales and marketing. Prior to Torqeedo, she led Volvo Penta sales teams in the leisure and commercial marine segments throughout the United States, Canada, Mexico, Central America and the Caribbean.

Marcia joined Volvo Penta in 2005 as Vice President - General Counsel and Special Assistant to the CEO holding several senior business responsibilities until 2011, when she moved fulltime into sales responsibilities. Prior to Volvo Penta, she was Senior Vice President of Operations for Genmar Holdings, Inc., a Minneapolis-based holding company for 18 different recreational boat manufacturers. Earning her law degree from the University of Iowa College of Law, she also spent 11 years as a partner at Bowman and Brooke, a national trial law firm, representing boat and engine manufacturers.

Marcia has been actively involved in marine industry trade and governmental activities. She was Chairperson of the National Marine Manufacturers Association's Engine Manufacturers Board of Directors, the first woman to chair that committee. Prior to assuming the Chair of the Engine Manufacturers group, she served as its Vice Chairperson for four years and as Chair of the NMMA Boating Industry Risk Management Council for six years. She was member of the NMMA Executive Board of Directors from 2013-2017. In 2007 she was appointed to the National Boating Safety Advisory Council by the Secretary of the Department of Homeland Security and served as a manufacturer representative for two consecutive terms. In 2006, Marcia was awarded the Darlene Briggs Marine Woman of the Year by *Boating Industry* magazine. In 2016 she was honored by the Manufacturing Institute with the STEP Award as one of the Top 100 Women in Manufacturing.

Marcia is a *Phi Beta Kappa* graduate of the University of Iowa where she participated as letter-winning member of the varsity track and field team. She is an active adventurer, a recent summiteer of Mt. Kilimanjaro, and names surfing, backpacking and bicycling among her favorite activities. She credits her 30+ year membership with the YMCA with keeping her healthy, happy and sane.

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