



## **NEWS RELEASE**

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### **AIRMAR WELCOMES ANITA HATHERLEY AS DIRECTOR OF GLOBAL OPERATIONS PLANNING AND SUPPLY CHAIN**

*Hatherley's advanced logistics execution and supply chain expertise to bring synergy to Airmar operations*

**FOR IMMEDIATE RELEASE: MILFORD, NH.** (April 15, 2022) – [AIRMAR® Technology Corporation](#), a world leader in ultrasonic transducers and Chirp technology, is pleased to welcome Anita Hatherley to the company as Director of Global Operations Planning and Supply Chain. Hatherley will lead the various functions to optimize Airmar's sales, inventory, and operations planning process. She joins Airmar with over 30 years of operations experience in the recreational marine industry in the USA and UK.

"We are excited and pleased that Anita has joined our team," said Steve Boucher, CEO of Airmar Technology. "With her broad experience in operations, she will be identifying and implementing best practices to align our supply chain, logistics, and production activities. One of Airmar's immediate objectives is to significantly increase our production capacity and output; Anita will be instrumental in getting us there."

"With their development of Chirp technology and decades as the gold-standard for ultrasonic transducers, Airmar is a pioneer in the marine electronics industry," said Hatherley. "I look forward to employing my extensive operations and strategic planning experience to help bolster their existing prominent position in the industry, with a focus on becoming an even stronger company known for customer dedication."

Hatherley comes to Airmar following a lengthy career in various operational management positions at Navico and Raymarine. At Airmar, Hatherley will work with cross-functional teams to develop strategies for continuous improvement to supply chain and logistics execution, processes, and synergies, with particular focus on improving customer satisfaction.

About AIRMAR

AIRMAR® Technology Corporation is a world leader in the design and manufacture of high-performance ultrasonic sensor products for the marine, industrial and commercial markets. We develop advanced ultrasonic transducers, ultrasonic WeatherStation® instruments, and onboard sensor management systems. Product applications include Chirp transducers for fishing and navigation, meteorological multisensors for marine and agriculture, and level, flow and proximity transducers for a variety of industries. Established in 1982, Airmar's headquarters are located in Milford, New Hampshire with 11 sales and tech support offices in 7 countries. Visit the Company's web site at <https://www.airmar.com>.

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