FOR IMMEDIATE RELEASE

The Soundings Trade Only Group and IBEX Announce 2026 Marine Ideas Exchange Speaker Lineup and Sessions

August 19, 2026 — Chattanooga, TN — The Soundings Trade Only Group, in partnership with the International BoatBuilders' Exhibition & Conference (IBEX), today announced the speaker lineup and session topics for the **2026 Marine Ideas Exchange (MIX)**, a dynamic morning of thought leadership, conversation and collaboration focused on the ideas and issues shaping the future of the marine industry.

MIX will take place **Wednesday, October 7, from 7:30–10:00 a.m. ET at the Tampa Convention Center** and will bring together an impressive group of marine industry leaders to explore the forces driving change across technology, artificial intelligence, innovation, leadership, and customer relationships.

The fast-paced program will feature a keynote conversation, four interactive forums and curated networking designed to give attendees meaningful insights and ideas they can take back to their businesses.

“MIX is designed to deliver something the industry needs: meaningful conversations, fresh perspectives and actionable ideas, all in one fast-paced morning,” said Michele J. Goldsmith, Vice President, and General Manager of the Soundings Trade Only Group. “Every session is curated to challenge conventional thinking, spark new ideas and address the issues shaping our industry. Bringing these conversations to IBEX, with senior leaders sharing their insights live, makes MIX a unique opportunity to connect, learn, and engage.”

“The 2026 MIX speaker lineup brings together an exceptional group of respected leaders, innovators and emerging voices from across the industry,” said Mary Velline, Show Director of IBEX. “Their diverse perspectives and real-world experience will make for an engaging and important conversation about where our industry is headed and how we can continue to grow and adapt.”

2026 MIX Program

Keynote Conversation: *Lessons from a CEO*

MIX opens with an in-depth conversation between **Eric Fetchko, President of Dometic Marine**, and **Michele Goldsmith, Vice President, and General Manager of the Soundings Trade Only Group**. The discussion will explore leadership, vision, resilience, and the decisions required to lead successfully in a rapidly changing global business environment.

Forum Sessions

Following the keynote, attendees will choose from two concurrent 35-minute forums, followed by a second round of sessions.

Round 1 — Choose One

The Future of Marine Technology & AI

Technology is transforming virtually every stage of the marine value chain. This forward-looking discussion will explore how AI, automation, data integration, advanced manufacturing, and emerging technologies are changing the way marine products are designed, built, and delivered, and how these advances are redefining performance, production, and customer experience.

Panelists:
Aine Denari, President, Navico Group; Chief Technology Officer, Brunswick Corporation
Jarrod Seymour, VP & Marine Segment Leader, Garmin
Jonathan Lim, Investor & Advisor, MarineSource
Moderator: Michele Goldsmith, VP/GM, Soundings Trade Only Group

Changing Customer Behavior

Customers throughout the marine supply chain, from distributors, dealers and retailers to boatbuilders, boatyards and consumers, have greater access to information than ever before. This panel will examine how technology and other factors are changing customer expectations, influencing purchasing decisions, and reshaping the relationships companies build with their customers.

Panelists:
Engelhard (Al) Sundoro, Vice President of Global Business Development, Dometic Marine
David Dunn, Senior Director of Marine & RV Sales, Garmin
Keith Ammons, Vice President, Regulator Marine
Moderator: Joe Lynch, President, ICOMIA

Round 2 — Choose One

The Process of Innovation: From Ideation to Finished Product

Great products begin with great ideas, but transforming an idea into a successful product requires vision, research, collaboration, and disciplined execution. Industry leaders will share how innovation happens within their organizations, from identifying and evaluating opportunities to design, engineering, voice of customer, marketing and ultimately bringing new products to market.

Panelists:
Eric Fetchko, President, Dometic Marine
Jens Bering, Head of Product & Solutions Management, Volvo Penta
David Chubbs, Vice President of Engineering & Operations, Regulator Marine
Moderator: Ben Stein, Editor, *Panbo.com*; Electronics Editor, *Power & Motoryacht*

AI for Business Leaders: Data, Disruption, Privacy, Policy & People

For business leaders, the question is no longer whether AI will affect their organizations, but how to use it responsibly and effectively. This session will examine the practical considerations of implementing AI, including data security and privacy, policy development, identifying opportunities for automation and efficiency, and introducing AI to teams while establishing appropriate boundaries.

Panelists:
Chris Kanaley, CEO & Co-Founder, MarineSource
Jonathan Lim, Investor & Advisor, MarineSource
Moderator: Michele Goldsmith, VP/GM, Soundings Trade Only Group

MIX Sensory Lounge

Between forum sessions, attendees will have the opportunity to connect in the immersive **MIX Sensory Lounge**, a thoughtfully designed environment created to encourage conversation, collaboration, and creative thinking among industry peers.

MIX is a **ticketed program offered as part of IBEX registration**. Attendees can learn more and reserve their seats at www.ibexshow.com/mix.

Early bird pricing ends September 4. Space is limited, and the 2025 MIX event reached capacity. Attendees are encouraged to register early.

The **2026 Marine Ideas Exchange** is presented with the generous support of **Title Sponsor: Dometic Marine**; **Event Sponsors: Garmin, Volvo Penta, Navico Group, MarineSource and Regulator Marine**; **MIX Sensory Lounge Title Sponsor: Tides Marine**; and **Sensory Lounge Sponsors: Harman Marine, Spectrum Color and Sileather**.

About:

The International Boat Builders' Exhibition & Conference (IBEX)

IBEX, The International Boat Builders' Exhibition & Conference is North America's largest technical trade event for marine industry professionals. IBEX is owned and produced by the National Marine Manufacturers Association (www.nmma.org) and the RAI Amsterdam (www.rai.nl), producers of Metstrade. IBEX will take place at the Tampa Convention Center, October 6 – 8, 2026, in Tampa, FL USA.

As an industry trade event for professionals working in the recreational marine industry, IBEX offers its attendees over 700+ exhibits in the exhibit halls, outdoor display space, and on the IBEX Docks. It also offers unparalleled training and education from industry experts and associations. It provides a targeted audience for marine industry OEM and suppliers, aftermarket manufacturers, and service providers. For more information, please visit www.IBEXshow.com.

The Soundings Trade Only Group

The Soundings Trade Only Group is the leading marine business-to-business multi-media brand, delivering the latest business intelligence, trend analysis, and market insights, designed to reflect, inform, and inspire the marine industry. With a monthly print publication, and a robust suite of digital platforms including a daily e-newsletter, web and social media sites, and industry events, the Soundings Trade Only Group provides timely, trusted coverage of marine business trends, products, statistics, and strategic developments. The Soundings Trade Only Group is part of Firecrown Media, a global media platform for affluent enthusiasts and includes both consumer and trade marine titles. For

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Firecrown Media

Firecrown isn't just the leading media platform for affluent enthusiasts; it's pioneering the fusion of content and commerce. With more than fifty prestigious publications in the marine, aviation, and hobby markets, Firecrown goes beyond traditional media. Its business encompasses e-commerce, finance, and real estate, all tailored to the communities engaged by its media outlets. Serving more than 24 million U.S. households classified as affluent enthusiasts, these consumers have considerable disposable income and are keen to invest in their passions and adventures. Firecrown is headquartered in Chattanooga, Tennessee.

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