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## IMTRA CONTINUES GROWTH WITH HIRES OF EXPERIENCED PROFESSIONALS IN SALES AND PRODUCT MANAGEMENT DEPARTMENTS

*Anthony Powell Joins IMTRA Sales Team Following the Retirement of Longtime Sales Manager  
Paul Elsken, While Alden Tangen Fills Role of Product Manager — Wiper Systems*

**New Bedford, Mass.** — IMTRA, the leading manufacturer and importer of quality solutions and products for the marine, energy and transportation markets, announced today it has made a number of key appointments on the heels of a long-time employee retiring. It has recruited an experienced marine industry professional to fill the role of Southeast Florida Sales Manager and announced a recently hired product manager for its wiper line.

Anthony Powell joins IMTRA after previously working for CMOR Mapping where he was Sales Manager and Hydrographic Surveyor. While there, he guided customers to help select the marine electronics and CMOR charts to best suit their needs and he was also actively involved as a captain on their fleet of high-tech bottom mapping vessels. His dual role in both marine product sales and technical support along with his time spent on the water will serve him well as he transitions into his new role at IMTRA. He is driven by building relationships, customer service and working with premium products.

Powell is a USCG licensed 100-Ton Master Captain with Towing Endorsement and has a Bachelor of Business Administration and Marketing from Florida Atlantic University. In his free time, he is an avid freediver and spearfisherman and even founded his own company, Free Spear-It, a marine lifestyle brand focusing on the freedive and spearfishing communities. His passion for boating and previous experience working in the marine industry makes him a great fit for our team.

“We are very proud of the sales and service departments we have built and are excited to welcome Anthony to our team,” said Christopher Barnes, Director of Recreational Sales, IMTRA. “Many of IMTRA’s employees have been here for decades; we are careful to make sure that new employees are the right fit for our company culture and values, and ultimately the ideal choices to service our customers. We are confident that existing and future customers will benefit from Anthony’s extensive experience and capabilities.”

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Powell's appointment comes after Paul Elsken, IMTRA's former Southeast Florida Sales Manager retired from his sales position at the end of 2025 and will take on a role assisting IMTRA's customer service team with his more than 30 years of marine knowledge and product expertise.

"We'd like to extend a huge 'Thank You' to Paul for all that he has done for IMTRA and our customers over the past 32 years," said Chip Farnham, IMTRA's Vice President of Sales. "He has dedicated his career to expanding business for IMTRA and our brands in the South Florida area. During this time, Paul helped thousands of customers, both trade partners and regular boaters, answering technical questions and even rolling up his own sleeves for the sometimes hands-on work that goes into complex installations or troubleshooting projects. We will miss the expertise and drive that he has brought to every day, and we wish him luck in his future endeavors."

IMTRA also expanded its product management team with the addition of Alden Tangen, Product Manager — Wiper Systems, who will provide technical and sales support to the recreational marine team. Tangen brings over 15 years of marine industry project management experience, most recently having founded Bluewater Solutions, a company specializing in marine service and construction, restoration, rigging and general consulting. Tangen's passion for being on the water began at a young age, growing up surfing and sailing in southeastern Massachusetts, and later notching over 11,000 offshore miles, including an Atlantic crossing.

"Alden's extensive background and passion for the marine industry, as well as previous background in project management make him an outstanding addition to our team," said Colby Chevalier, Director of Product Management, IMTRA. "From captaining vessels to teaching sailing and working in leadership roles across the industry, we're confident that his skills will be a benefit to our customers. We're excited to add him as a valuable resource."

For information on IMTRA and its entire product line, please call 508-995-7000 or visit [www.imtra.com](http://www.imtra.com).

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#### **About IMTRA:**

IMTRA, a 100% employee-owned company based in New Bedford, Massachusetts, is an importer and manufacturer of high-quality marine products, advanced LED solutions and integrated marine systems, as well as a key supplier to the OEM and aftermarket. With more than 70 years in the commercial, industrial and marine markets, IMTRA has sales and support teams in 12 regions throughout North America. The company's extensive product knowledge is available to its customers through a renowned full-service department, a professional customer service group and an online [Learning Center](#). Product categories include Lighting, Thrusters, Stabilizers, Anchoring Systems, Wipers, Seating, Controls, Doors, Hatches, Insulation and other specialty products. In addition to their own proprietary products, IMTRA represents well-known international brands that include Sleipner, Norsap, Vimar, Lumishore, BCM Lighting, Lofrans, Muir, Exalto, Zipwake, Roca, Lilaas, DHR, Libra, Victron, Isover, R. STAHL TRANBERG, Beclawat Windows, Seaview Blinds and many more. [www.IMTRA.com/about-IMTRA.htm](http://www.IMTRA.com/about-IMTRA.htm).



***Anthony Powell***

***Alden Tangen***



***Paul Elsken***

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