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Business

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Cruisers Yachts parent names new president, CFO

By Rick Barrett of the Journal Sentinel

Posted: Aug. 11, 2009

KCS International Inc., the parent of Oconto-based Cruisers Yachts, has named Mark Pedersen president and CFO, replacing Jim Viestenz who stepped down to pursue other interests.

Pedersen has been with KCS International for the past 16 years and has more than 20 years experience in the marine industry.

"I was fortunate to be here in the early 1990s when we were rebuilding the company. I learned some valuable lessons that we will use in order to continue our success as we move the company forward," Pedersen said in a news release.

Cruisers produces 13 models of yachts from 30 to 56 feet in length at its Oconto facility.

KCS also has a sport-fishing yacht division, called Rampage, that produces boats up to 45 feet in length.



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