



**Thomas Bates**  
**Chief Revenue Officer**  
**Correct Craft**

Thomas Bates is Chief Revenue Officer of Correct Craft, a 96-year-old marine industry company with global operations. Correct Craft's subsidiaries include seven boat brands, three engine brands, three watersports parks, and an entity devoted solely to innovation. The company has manufacturing facilities across the U.S. and distributes into 70 countries.

Thomas has a multitude of experience within the marine industry. Starting with Nautique, he served in many roles including Sales Representative, Director of Field Operations, Sales and Marketing Manager, Director of Events, Director of International Sales and VP of Product Development and Design. While at Correct Craft, he has held positions such as the Director of International Sales, Director of Sales and Marketing, Vice President of Sales and Marketing and now Chief Revenue Officer.

He is responsible for each Correct Craft brand's sales, marketing, strategic planning, product development, and acquisition efforts, all with the goal to grow revenue and optimize future market-driving product development.

With an undeniable passion for learning, Thomas earned his B.A. in Church Ministries at Clearwater Christian College and his M.B.A. at Indiana Wesleyan University. Recently, he attended Harvard Business School and Wharton School of Business for Executive Education in Behavioral Economics, Negotiation, and Pricing Strategies. Thomas is certified in Myers-Briggs Type Indicator (MBTI) and is also a certified Lean Six Sigma black belt through Villanova University.

Thomas served on the Clearwater Christian College board from 2013 to 2016. He currently serves on the board for Clearwater Christian College Foundation and has since 2016. Thomas is married to Mindy Bates, and they have two children, Ella and Owen. They reside in Orlando, Florida. Thomas is active in his church where he serves as a deacon, teaches a new members class, and serves on the worship team.