



March 10, 2014

NOTE TO MEDIA: Lee Gordon joins Mercury Marine as Director of Public Relations

Mercury Marine, the world leader in marine propulsion and technology, announces the addition of Lee Gordon as Director of Public Relations.

Gordon comes to Mercury with an accomplished career as a television anchor for CBS and FOX affiliates across the country, including Tallahassee and Jacksonville, Fla. For the past few years, he has been the director of corporate communications at 180 Communications, a public relations firm in Tallahassee. Gordon also spent time as a sideline reporter for the NFL on FOX.

“It is an honor to join the team at Mercury Marine,” Gordon said. “The Mercury brand stands for excellence in the marine industry and, having spent the last 14 years in Florida, I know how powerful the Mercury name is across the country.”

Gordon brings almost two decades of media experience to Mercury and will work side by side with Director of Corporate Communications Steve Fleming to bolster Mercury’s public

presence both internally and externally through all available tools and resources.

“With his impressive list of talents, skills and experience, Lee will create an immediate and lasting impact on Mercury’s ability to communicate to the media and through the media to consumers,” said Fleming. ‘He’s an extremely strong addition to Mercury.’”

Gordon will work from Mercury headquarters in Fond du Lac, Wis.

“Lee brings a valuable skillset to our team in that he’s spent most of his career in the newsroom and knows how to speak the language,” said Mercury Vice President of Marketing Ben Duke. “His on-camera experience will be very valuable as we look to grow our media outreach – especially in social media.”

Gordon is a graduate at Illinois State University and started his career as an Associate Producer at WFLD (FOX) in Chicago. He also completed internships at WLS (ABC), WFLD (FOX) and WSCR-AM in Chicago.

Gordon is married and has two young children. He can be reached at lee.gordon@mercmarine.com or on twitter @leegordonbrand.

