



The FACE of

MARINE ELECTRONICS TECHNOLOGY

METCo – Marine Electronics of the Treasure Coast

Mark Palazzo

Do you need a chart plotter, sonar or radar? Are you looking for underwater lighting, a security system or a satellite television system for your boat? Then head to METCo – Marine Electronics of the Treasure Coast – for top-of-the-line products from Garmin, Raymarine, Simrad, Lumitec, KVH and more. The business owned by Mark Palazzo sells, installs and services high-tech equipment on boats and yachts. The native Floridian was born in Miami and spent 35 years in the IT and telecommunications industries, including leadership roles at Scientific-Atlanta and Cisco Systems. “My earlier career required extensive travel and I have traveled to over 60 countries and flown almost four million miles, so being home

and having a 5 minute commute has been fantastic,” he says.

A member of the American Boat and Yacht Council and the National Marine Electronics Association, METCo has been enhancing the Treasure Coast boating community’s on-the-water experience for almost 20 years. “Florida is the boating capital of the world,” he says. “There’s a lot of competition and it requires you stay on top of your game.” His belief in doing the right thing, his willingness to listen to customer needs and his strategy of under-committing and over-delivering lead to one of the most rewarding things about his job: customer referrals. When he’s not working, he’s either pursuing his passion of fishing, boating or volunteering.