

Innovasea Unveils Updated Brand and Leadership Structure to Better Align with Company Mission

Innovasea, a global leader in technologically advanced solutions for aquaculture and fish tracking, today unveiled its new branding. This refresh, which includes a reimagined version of its previous logo and a new color scheme, better reflects the organization's ties to innovaciones Alumbra (iAlumbra) and the Cuna del Mar portfolio, and its mission of environmental stewardship, global advocacy, and sustainable practices.

As part of the rebrand, Innovasea has also reorganized its aquaculture offerings to better reflect the fully interconnected solutions it offers. The new site highlights Innovasea's fully submersible net pens for open ocean aquaculture while also showcasing the supporting technologies and systems that power and complement their performance. While each product performs strongly on its own, together they enable open ocean farms to conduct their entire operations underwater. This approach fully supports regenerative aquaculture by empowering operators to continuously maintain optimal conditions that improve growth rates and enhance fish welfare.

The new site also now better reflects Innovasea's land-based offerings, shifting from a product-centric focus to the more comprehensive offering of design services and consulting. This change more accurately conveys Innovasea's experts' capabilities to design, implement, and support farms across all phases of fish production.

Furthermore, the refresh makes it easier for users to find and compare Innovasea's industry-leading suite of acoustic telemetry products and solutions. This includes the revolutionary NexTrak system, now with remote recovery and increased residency capabilities, along with tags, receivers, and Fathom Software.

"These changes represent the meaningful advancements we've made and position us to continue advancing our mission of building a more sustainable future," said Mark Jollymore, Innovasea CEO. "We are poised to capitalize on emerging opportunities in aquaculture and fish tracking, and I'm proud to be leading this team, and incorporating their vision and expertise, as we enter our next phase of innovation."

Along with the refresh, Innovasea has also formalized its expanded leadership team. The team, based in North America, oversees an international workforce of more than 250 employees and will guide Innovasea through its next phase of growth.

Innovasea's senior leadership team

Mark Jollymore, CEO

Jollymore was appointed interim CEO in May of 2025, before later being [named permanent CEO](#). He first joined Innovasea in 2017, following the acquisition of Amirix Systems, and served as Innovasea's President of Fish Tracking Operations prior to becoming CEO. Jollymore is based in Innovasea's Halifax, Nova Scotia office.

Jean Turpin, CFO

Turpin has acted as Innovasea's CFO since joining the organization in 2023. During this time, Turpin has played a vital role in Innovasea's global expansion strategy, financial planning, and execution of the company's strategic plan. In his role, Turpin also oversees Innovasea's IT and HR departments.

Marc Turano, GM, Aquaculture Systems

Turano was appointed Innovasea's General Manager of aquaculture systems in 2025, overseeing all key business, strategic, and commercial decisions. He stepped into the expanded role, having previously led Innovasea's land-based aquaculture group since 2022. Turano will now oversee all business operations related to aquaculture sales, customer success, and service, and will work closely with George and Tim to execute on Innovasea's mission.

Tim Stone, VP, Aquaculture Technology

Stone has been named Innovasea's Vice President of Aquaculture Technology and will oversee all aspects of Innovasea's research and development for its aquaculture technology. Stone first joined Innovasea through the acquisition of Amirix Systems and has overseen the development and continuing advancement of the company's hardware and software solutions, working closely with Marc and George to execute on Innovasea's mission.

George Nardi, VP, Aquaculture Services

Nardi has served as Innovasea's VP of Aquaculture Services since 2017. Leveraging his more than three decades of experience in the seafood and aquaculture industry, Nardi oversees all aquaculture advising and technical support initiatives. As part of his role, George also works closely with the Cuna del Mar Portfolio of companies.

Amy Brookman, General Manager, Fish Tracking

Brookman was named General Manager of Fish Tracking in January. Taking over the role previously held by Jollymore, she will focus on innovative, customer-first solutions for Innovasea's fish tracking community.

Regional department heads

In 2025, Innovasea also named three new managing directors to oversee its global aquaculture operations. This cohort, comprising two internal promotions and one strategic outside hire, will help lead and advise on Innovasea's global aquaculture initiatives.

- Chile: Jorge Bravo
- Norway: Sigve Naustdal
- Mediterranean: Andreas Mintsios

About Innovasea

Fueled by a commitment to a more sustainable future, Innovasea is at the forefront of pioneering solutions that transform our industry, protect the oceans, and feed our world. With more than 250 employees worldwide, we deliver fully integrated aquaculture and fish tracking offerings. Enhanced by our expert consulting services and innovative, integrated platforms, we empower users to get the most out of their equipment. All of it supports our vision for healthier oceans, plentiful fish, and truly regenerative aquaculture.

Learn more at [Innovasea.com](https://www.innovasea.com) and follow us on [LinkedIn](#), [Instagram](#), [X](#), and [Bluesky](#).

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