



King Technology, Inc. Welcomes Brett Boyum as New Chief Marketing Officer

Minnetonka, MN – December 2, 2024 – King Technology, Inc., a leader in innovative residential water care solutions for pools, hot tubs and swim spas, is proud to announce the appointment of Brett Boyum as Chief Marketing Officer (CMO).

Brett joins King Technology’s Executive Leadership Team in leading the company’s next phase of growth. With a track record of driving strategic initiatives and delivering transformative marketing solutions, Brett brings unparalleled expertise in building differentiated brands, enhancing customer experiences, and increasing market share.

“We’re thrilled that Brett has joined our experienced executive team at King Technology. He is deeply aligned with our core values, is an exceptional leader and has a depth of expertise that will enhance our product development and brand marketing strategies,” said Mike Noer, King Technology President & CEO.

“There is no doubt that our channel partners and consumers will see value from Brett’s contributions,” Mike adds.

Brett’s career spans influential roles at top organizations including Marvin Windows, Cambria, Uponor, and Recovery Engineering (PUR). He is recognized for his collaborative leadership style, inspiring teams to exceed high standards.

“I’m excited to work with and lead teams that share a passion for innovation,” Brett states. “I’m looking forward to helping create strategic growth opportunities grounded in purpose, values, brand and our customers.

“King Technology’s vision to Enrich Lives Daily aligns with my vision to build and strengthen meaningful brands and experiences while helping make people’s lives better.”

In addition to his professional achievements, Brett is actively involved in community service, serving as a Board Member for the Alzheimer’s Association – Minnesota-North Dakota Chapter.

King Technology looks forward to Brett’s leadership as the company continues its mission to revolutionize water care with purpose-driven solutions that enhance lives.

For more information, visit kingtechnology.com.

About King Technology, Inc.

King Technology, Inc., based in Minnetonka, MN, is a pioneer in water care innovation since 1979. With decades of experience, the company delivers solutions that simplify residential water maintenance for pools, hot tubs and swim spas.