

APi Water Announces Leadership Transition to Support Continued Growth and Industry Leadership

APi Water is pleased to announce a strategic leadership transition designed to position the company for continued growth and long-term success in the swimming pool industry.

Jupiter, Florida Mar 3, 2026 ([IssueWire.com](https://www.IssueWire.com)) - APi Water is pleased to announce a strategic leadership transition designed to position the company for continued growth and long-term success in the swimming pool industry.

Effective April 1, 2026, **Jim Overwyk** will begin a well-earned phase of retirement, transitioning from his role as President of APi Water into a consulting and advisory capacity. In this new role, Jim will continue to support the organization with strategic guidance and industry insight, ensuring continuity and stability throughout the transition.

Under Jim's leadership, APi Water strengthened its operational foundation, expanded its national footprint, and reinforced its commitment to dealer and distributor partnerships. His legacy is marked by disciplined growth, operational excellence, and a deep commitment to the people and partners who drive the company forward.

As part of this transition, **Brandon Overall**, currently Chief Operating Officer, will assume the role of President effective April 2026.

Brandon's career in the swimming pool industry spans more than three decades, beginning in 1993 with hands-on experience across retail, distribution, and manufacturing. This ground-level foundation has given him a comprehensive understanding of the industry from every angle. Over the years, he has advanced through progressively senior roles in sales, sales management, and executive leadership, developing the technical fluency and strategic vision that define his leadership style today.

Brandon joined APi Water in March 2018 as a Regional Business Manager, quickly establishing himself as a results-driven leader. In 2023, he was promoted to Chief Operating Officer, where he played a pivotal role in scaling the company's operational infrastructure, strengthening dealer and distribution partnerships, and positioning APi Water for accelerated market growth. His transition to President reflects both his long-term commitment to the organization and his forward-looking vision for the evolving needs of the industry.

In addition to the presidential transition, APi Water announces that **Melissa Bushey** will move from Director of Brand Management into the role of Vice President of Sales.

With nearly three decades of hands-on experience in the pool industry, Melissa is widely recognized for her expertise in water chemistry, chemical product development, and brand strategy. She began her career in 1997 at Rainbow Pools & Living Art Design, where she led retail operations and construction project management. In 2014, she joined PoolCorp's Chemical & Retail Team, and by 2019 had been promoted to National Chemical Product Specialist & Training Coordinator, influencing product development and overseeing chemical education programs across one of the industry's largest branch networks.

Since joining APi Water in 2023 as Director of Brand Management, Melissa has driven a bold brand transformation, spearheading rebranding initiatives, refining value proposition strategy, and delivering

advanced technical support and accredited training for APi's national and private-label chemical brands. Her transition into Vice President of Sales aligns her deep technical knowledge and brand expertise directly with the company's revenue growth strategy, strengthening APi Water's commitment to serving distributors and dealers nationwide.

"This leadership transition represents both continuity and momentum," the company stated. "With Jim's continued advisory involvement, Brandon's operational leadership, and Melissa's expanded role in sales, APi Water is well-positioned to accelerate growth while maintaining the high standards of service and technical excellence our partners expect."

APi Water remains committed to innovation, operational excellence, and empowering its distribution and dealer partners with high-performance chemical solutions and industry-leading expertise.

For additional information, please contact:

APi Water

Phone: 561-743-0449

Email: info@apiwater.com

About APi Water

APi Water is a leading manufacturer and supplier of premium pool chemical solutions, serving distributors, dealers, and private-label partners nationwide. The company combines advanced water chemistry expertise, efficient operations and trusted support to deliver reliable products that confidently meet the demands of today's pool professionals.

Media Contact

APi Water

*****@apiwater.com

561-743-0449

Source : APi Water

[See on IssueWire](#)