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North Atlantic taps US seafood sector veteran Bill Stride as CEO



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[Matt Whittaker](#)

North Atlantic, a Portland, Maine-based importer, processor and distributor, has tapped US seafood sector veteran Bill Stride as its CEO.

Stride was brought in as chief operating officer around May 1 and was then promoted to the CEO position, effective Oct. 1, he told *Undercurrent News*.

Bill Stride, second from left, when he was with American Pride.

Stride founded value-added frozen seafood processor Good Harbor Fillet Co. in 1985 and was with the company until 2012 when it was acquired from Creo Capital Partners by American Seafoods Group for an undisclosed amount and absorbed into the Seattle, Wash.-based company's East Coast processing arm, American Pride Seafoods.

Stride became senior vice president of sales and marketing at American Pride, which last year [was sold to High Liner Foods in a \\$50 million deal](#).

In another change at North Atlantic, Christopher Marston was brought in to handle sales, marketing and business development in June.

North Atlantic processes and imports cold and warm water species, and its subsidiary P.T. Bali Seafood International produces warm water products and manages North Atlantic's global sustainability efforts. North Atlantic's website says



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