

COMMERCE

Mercedes USA continues evolution with new CEO

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Mercedes A-Class

By STAFF REPORTS

German automaker Mercedes-Benz has named Dietmar Exler CEO for the United States and NAFTA.

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Taking over for Stephen Cannon, who is leaving the company, Mr. Exler was most recently vice president of sales for MBUSA. With previous executive roles, including positions focusing on customer relations and financial services, Mr. Exler is expected to help forge a stronger collaboration between the sales and marketing teams throughout North America.

International expertise

In his new role, Mr. Exler will oversee all of Mercedes-Benz passenger cars and the smart brand across the U.S. and NAFTA regions. This includes more than 1,500 employees at MBUSA and a staff of 1,240 in Mexico and Canada.

Mr. Exler's experience of almost two-decades spans both Europe and the Americas.

Originally from Austria, Mr. Exler began his career at McKinsey in 1997, working in the consultancy's financial interest group out of its German and then Midwest offices. From there, he joined what was then DaimlerChrysler as senior manager of program development, later promoted to vice president of marketing and vice president of customer services.

In 2005, Mr. Exler transferred to Germany, where he became chief operating officer of Daimler Financial Services Europe, also serving on the board of the Mercedes-Benz Bank. In 2010, he returned to the U.S. with the role change to vice president of Mercedes-Benz financial services USA.



Dietmar Exler

"Dietmar's appointment is central to reinforcing our strategy and our standards around the world, and will continue to strengthen the ties and collaboration within our marketing & sales network," said Ola Kaellenius, member of the board of management of Daimler AG, Mercedes-Benz Cars Marketing & Sales, who Mr. Exler will report to.

Mr. Cannon is exiting Mercedes, but will serve as a MBUSA consultant until the end of January.

MBUSA has gone through other changes this year. After 50 years in New Jersey, MBUSA is moving its headquarters to Atlanta.

The automaker unveiled its plans for a new "state-of-the-art" facility in Georgia at a press conference Feb. 3, which it says will help the company grow further ([see story](#)).

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