

AUTOMOTIVE

## Daimler names Dimitris Psillakis to run North American Mercedes-Benz operations as auto industry rapidly evolves

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*The new Mercedes G-Class SUV. Image credit: Mercedes-Benz*

By LUXURY DAILY NEWS SERVICE

German automaker Daimler has named a new leader for its U.S. and Canadian operations as the luxury auto business rapidly undergoes a green transformation worldwide.

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Starting Jan. 1, Dimitris Psillakis will take over as head of marketing and sales for Mercedes-Benz Cars North America and CEO of MBUSA. He succeeds Nicholas Speeks, a Daimler veteran who has left the company after 40 years.

"Dimitris is a proven leader who successfully expanded the growth of Mercedes-Benz in key markets around the world," said Britta Seeger, member of the board of management of Daimler AG and Mercedes-Benz AG who is responsible for marketing and sales, in a statement.

"I am confident Dimitris will continue to advance our North American operations during this time of unprecedented transformation," he said.

"I would also like to thank Nick Speeks for his outstanding commitment and engagement around the globe over the past decades, and wish him all the best for the future."

Based in Atlanta, Mr. Psillakis will report to Ms. Seeger.



*Dimitris Psillakis*

Top gear

Mr. Psillakis will continue as president/CEO of Mercedes-Benz Canada for the rest of the year. His successor in the Canadian post will be named at a later date.

For the interim period through Dec. 31, Drew J. Slaven, vice president of marketing at MBUSA, will serve as acting head of marketing and sales for Mercedes-Benz Cars North America and CEO of MBUSA.

**MBUSA** has 15 model lines, spanning the sporty A-Class sedan to the flagship S-Class and the Mercedes-AMG GT R. The company is also responsible for **Mercedes-Benz Vans** products in the U.S.

When he assumes his new post, Mr. Psillakis will lead MBUSA's 1,600-plus employees and more than 380 dealer partners throughout the United States as well as an additional 1,200 employees and nearly 60 authorized dealers throughout Canada.



*The Mercedes-Benz star mascot. Image courtesy of Mercedes-Benz*

A native of Greece, Mr. Psillakis joined Daimler AG in 1992 as a management trainee with Mercedes-Benz Hellas (MBH) and rose through the ranks of the Greek subsidiary, culminating in his promotion to general manager of passenger cars in 2001.

In 2009, Mr. Psillakis moved to Mercedes-Benz do Brasil Ltda to serve as managing director for passenger cars in South America and Vans Sales Brazil.

Per the company, in the following six years, his team managed to triple the sales volume and reach the No. 1 spot in Brazil.

In 2015, Mr. Psillakis joined Mercedes-Benz Korea as president/CEO. Under his leadership, the South Korean market

expanded to the 5<sup>th</sup> largest in the world for Mercedes-Benz Cars while achieving top ratings in customer satisfaction.

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