

Mercedes-Benz SA appoints new vice president

Nadia Trimmel has been appointed as the new vice president for Mercedes-Benz South Africa for Mercedes-Benz Vans in Canada - she previously served as national sales manager for the group.

Trimmel will be tasked with the development and implementation of effective van sales and aftersales strategy for the brand. She will furthermore spearhead a number of key strategic initiatives and manage key dealer performance areas to ensure that sales performance and targets are reached.

Trimmel holds a Bachelor of Commerce degree in Marketing and Economics from the University of the Witwatersrand.

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