

# DAIMLER TRUCK

North America

## **Joanna Buttler Named General Manager, Product Strategy and Market Development at Daimler Truck North America**

**Portland, Ore. (May 13, 2025)** – Daimler Truck North America LLC (DTNA) just announced the appointment of Joanna Buttler as General Manager, Product Strategy and Market Development.

In her new role, Joanna will oversee the development of DTNA's product portfolio, both short- and long-term, and spearhead all go-to-market activities. Her responsibilities will include product marketing, brand communications, sales training, and digital sales tools. Joanna's team represents the Freightliner, Western Star, and Detroit brands, and she will report directly to David Carson, Senior Vice President Sales and Marketing and member of DTNA's Operating Committee.

Joanna brings nearly 20 years of experience with Daimler Truck to her new position. She began her career in 2006 as a Marketing Analyst and Sales Support Specialist focused on Detroit powertrain. Her journey within the company included roles such as Project Controller, Manager of IT Controlling, and Support Manager for Martin Daum, former President and CEO of DTNA. With Martin's promotion to CEO of Daimler Truck and Buses in 2017, Joanna became Chief of Staff, followed by her appointment into strategic executive roles within the Autonomous Technology Group.

Most recently, Joanna served as Head of the Global Autonomous Technology Group, where she significantly impacted the autonomous vehicle industry. She set the global autonomous technology strategy for Daimler Truck, leading the post-merger integration within Torc Robotics, the autonomous-ready Cascadia program and key strategic partnerships. Her efforts have been instrumental in forming strong partnerships and leading innovation programs within the transportation industry.

David Carson, Senior Vice President of Sales and Marketing at DTNA, commented: "Joanna's extensive experience and proven leadership make her the ideal leader to drive our product

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strategy and market development forward. Her innovative approach and dedication to excellence will continue to strengthen our position in the industry.”

Daimler Truck will continue to progress along its autonomous roadmap, with a succession plan to be announced in the near future.

### **Media Contact**

Anja Weinert, [anja.weinert@daimlertruck.com](mailto:anja.weinert@daimlertruck.com)

DTNA Press Inbox, [northamerica\\_press@daimlertruck.com](mailto:northamerica_press@daimlertruck.com)

### **About Daimler Truck North America**

Daimler Truck North America LLC, headquartered in Portland, Oregon, is a leading provider of comprehensive products, services and technologies for the commercial transportation industry. Daimler Truck North America designs, engineers, manufactures and markets medium- and heavy-duty trucks, school buses, vehicle chassis and their associated technologies and components under the Freightliner, Western Star, Thomas Built Buses, Freightliner Custom Chassis Corp and Detroit brands. Daimler Truck North America is a subsidiary of Daimler Truck Holding AG (DTG), one of the world’s leading commercial vehicle manufacturers.

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