

Eugene Berg Named Vice President of Vocational Sales National Accounts at Daimler Truck North America

PORTLAND, Ore. (Oct. 15, 2025) — Daimler Truck North America LLC. (DTNA) today announced the appointment of Eugene Berg as vice president of vocational sales national accounts, effective Oct. 20. Berg will report to David Carson, senior vice president of sales and marketing. Berg succeeds Brian Daniels, who was recently named director of new truck pricing.

In his new role, Berg will lead Class 6–8 new vehicle sales to some of North America’s largest truck equipment manufacturers. He will ensure these customers have access to the latest vocational technology and safety innovations while expanding DTNA’s presence in this key market segment.

Since joining DTNA in 2016, Berg has held several leadership roles, including district manager for Western Star in western Canada and region general manager of vocational sales for the western United States. Before joining DTNA, Berg built a strong foundation in national accounts at another truck manufacturer and later served as an executive in the truck and equipment financing industry.

“Eugene brings a deep commitment to customer relationships and a passion for sales excellence that aligns perfectly with our mission to deliver industry-leading solutions,” Carson said. “We’re excited to see him lead our vocational national accounts team into the future.”

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.