



Daimler Trucks North America Appoints Marcela Barreiro President & CEO of Daimler Trucks Mexico

04 14, 2021

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PORTLAND, Ore. – April 14, 2021 – Daimler Trucks North America (DTNA) today announced the appointment of Marcela Barreiro to president and CEO of Daimler Trucks Mexico with immediate effect.

“Through her 13 years at Daimler Trucks, Marcela has earned the trust and recognition of employees, peers and customers both in Mexico and across the region,” said John O’Leary, president and CEO, DTNA. “With her combination of varied Daimler Trucks experience, business acumen, and dedicated leadership, she is well-suited to lead our business in Mexico to even new heights in the coming years.”

Barreiro is a 13-year veteran of Daimler Trucks Mexico, most recently serving as the company’s head of human resources for the 8,000-strong workforce spread across two truck manufacturing plants and five additional locations in the country. She joined Daimler Trucks Mexico in 2008 as a member of the legal staff and served as the company’s general counsel for six years prior to leading the HR function.

She is the first woman to run the Daimler Trucks Mexico entity and is a strong proponent of diversity, equity and inclusion across the company and the industry. During her tenure heading HR, she helped the Daimler Trucks Mexico manufacturing organization win recognition as a Great Place to Work (2020). Similarly under her leadership, the company’s physical and mental wellness program for employees was recognized for its success by the Wellness Council of Mexico. Barreiro’s individual contributions were also recognized in 2020 when she was named one of the top 100 Most Powerful Women in business by Magazine Expansión.

Barreiro earned a bachelor’s degree in law at the National University of Mexico, holds an MBA with emphasis in business law from the Ilustre Colegio de Abogados de Madrid, and earned three postgraduate degrees in international commercial law, financial law and taxes from the Panamerican University.

Barreiro replaces Flavio Rivera who is separating with Daimler after 16 years with the company, the past four as president and CEO of Daimler Trucks Mexico.

Concluded O’Leary, “We extend our many thanks to Flavio for his many years with Daimler and for his four years of dedicated leadership of the entire Daimler Trucks Mexico organization.”

About Daimler Trucks North America

Daimler Trucks North America LLC, headquartered in Portland, Oregon, is the leading heavy-duty truck manufacturer in North America. Daimler Trucks North America produces and markets commercial vehicles under the Freightliner, Western Star and Thomas Built Buses nameplates. Daimler Trucks North America is a Daimler company, the world’s leading commercial vehicle manufacturer.