

MBSA announces important leadership hires in sales, marketing and aftersales

Mercedes-Benz South Africa Limited (MBSA) has announced key executive appointments within its sales and marketing as well as aftersales operations.

The current vice president and director of marketing and sales for MBSA, Selvin Govender, will take over as vice president and director for Mercedes-Benz GDs Europe, Middle East and Africa (MBGD) effective 1 February 2023.

As part of the aftersales division personnel changes, Alexandre Ferreira, currently head of customer services MBC at MBSA, will become strategic projects lead MBC at Mercedes-Benz Brazil effective 1 January 2023.

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