

David Carson
SENIOR VICE PRESIDENT, SALES & MARKETING

As Senior Vice President, Sales & Marketing, David Carson leads all sales, marketing, and strategic planning activity for DTNA's complete line of On-Highway and Vocational trucks.

Previously, Carson served as Senior Vice President, Vocational Sales & Marketing for Freightliner and Western Star trucks. Carson has also previously served as President & CEO of Freightliner Custom Chassis Corporation where he oversaw engineering, operations, and sales and marketing for DTNA's chassis business. He has also served DTNA in a variety of leadership roles, including as the company's General Manager of Human Resources responsible for all human resource matters.

Carson holds a Bachelor's degree in Psychology and a Master's degree in Industrial Relations from the University of Wisconsin-Madison.