

Dave Suplee

Future of Retail Department Manager

Mercedes-Benz USA

Dave leads the Mercedes-Benz USA (MBUSA) Future of Retail team which is focused on transforming its retail experiences to one of personalization and optimization for its customers in all aspects of the owner experience. Dave's team is collaborating with different teams to co-launch MBUSA's mobility strategy while ensuring its Dealer partners continue to be successful and pivot toward new business solutions for customers to consider in an omnipresent digital world.

Dave started his automotive career with Ford Motor Company where he consulted with automotive retailers and learned about their operations. For the last 8 years Dave has worked for MBUSA and most recently he served as an Area Manager in the Central Region for MBUSA which is based in Carol Stream, IL.