

Merchants Fleet Management Adds Sales Region

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Merchants Fleet Management has established a new sales region covering the northeastern portion of the U.S. and promoted several associates to support the initiative, the fleet management company announced.

Diana Holland, an 18-year Merchants employee, will head sales efforts in the new region as director of sales. She will report to Tom Coffey, vice president of sales and marketing. Holland will join existing regional sales directors Jeff Thomas and John Keller who represent the western and eastern regions respectively.



Holland

Holland's territory will cover Pennsylvania, Maryland and Delaware and the states north east of that line, said Tracy Durocher, a Merchants spokesperson.

In related news, Merchants promoted Durocher to the role of assistant director of marketing. Durocher, who joined the company in 2015, will help Coffey with the company's strategic marketing function and lead-generation efforts.



Durocher

And lastly, Jennifer Gordon has been promoted to product sales consultant. Gordon joined the company in 2012.

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