

Mahindra AG North America Announces New Vice President

Farm

Author : mahindraadmin Category : Farm Published : 1/20/2020

Dragojevic Joins as VP of Sales, Service & Parts Distribution

HOUSTON, TX (January 20, 2020) – Mahindra Ag North America announces Mike Dragojevic has joined the company as Vice President of Sales, Service & Parts Distribution. He will be responsible for strategy and leadership of Mahindra Ag's sales, channel management and development, customer experience and parts business.

Dragojevic comes to MAgNA with more than 30 years of experience in the automotive industry. Most recently, he worked as Managing Director for the Southwest Region for Fiat Chrysler Automobiles. Through his years with the Chrysler organization, Dragojevic held multiple roles of increasing responsibility across many functions including dealer network, distribution, sales planning, marketing, field operations, training, customer satisfaction, business management, facilities and parts and service operations. He earned his Bachelor's Degree from the University of Manitoba, Canada, and his MBA from Wayne State University.

"Mike is a great addition to our executive team. He has a proven record of developing positive, long-term business relationships with dealers and an understanding of the agricultural customer base through his work in the

pick-up truck market. He is a motivating leader with great energy, insights and business acumen. We know he will be a strong contributor to the continued growth of our business in 2020 and lead our team to even greater success," said Viren Popli, MAgNA President & CEO.

"It is an exciting time to join Mahindra Ag North America. With the investment in facilities, products and people in the recent years, the company has positive momentum and I look forward to being part of the team taking us to the next level," said Mike Dragojevic, MAgNA Vice President of Sales, Service & Parts Distribution.

To learn more about Mahindra, visit MahindraUSA.com.

About Mahindra North America

Mahindra Ag North America (MAgNA) is part of Mahindra Group's Automotive and Farm Sector, the number one selling farm tractor company in the world, based on volumes and the only tractor manufacturer in the world to win the industry's top two quality awards, the Deming Application Prize and the Japan Quality Medal, care of Union of Japanese Scientists and Engineers. Mahindra builds tractors ranging from 20 HP – 125HP. Houston, Texas-based, MAgNA is a wholly owned subsidiary of Mahindra & Mahindra Ltd. and began selling tractors in the USA in 1994 and introduced a line of utility vehicles in 2015. Mahindra Ag has seven facilities assembling, distributing and manufacturing tractors and utility vehicles in North America. Mahindra vehicles are backed by industry leading limited powertrain warranties.

To learn more about Mahindra North America, please visit mahindrausa.com.

[Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

About Mahindra & Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 250,000 people across 100 countries.

Media contact

Susan Moriarty, Mahindra Ag North America

832-795-2833

Susan.Moriarty@MahindraUSA.com

Tags :

Mahindra Ag North America leadership announcement Mike
Dragojevic Vice President Sales Service & Parts Distribution
MAgNA Viren Popli