

Isuzu Finance of America Names DeFrank SVP/Sales & Marketing

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Isuzu Finance of America announced that Jim DeFrank has joined the company as senior vice president of sales and marketing.

In his new role DeFrank will lead the American management team in the start up phases of operation working closely with the distribution network of ISUZU trucks.

DeFrank brings over 25 years of commercial vehicle lending experience. He spent the last six years with Key Equipment Finance, most recently as a vice president, sales, where he had started the commercial vehicle truck group.

Prior experience includes The Associates, ORIX Credit Alliance, and Daimler Chrysler Financial Services.

Isuzu launched ISUZU Finance of America on April 26 in partnership with ITOCHU and Tokyo Leasing.