24 November, 2021

**FORWARD THINKING: ISUZU APPOINTS NEW INNOVATION MANAGER**

With the rate of change in the automotive industry growing rapidly each year, Isuzu Australia Limited (IAL) is moving apace, announcing the appointment of Mr Alex Morris as the brand’s Innovation Manager.

Coming under IAL’s newly formed Strategy banner, the Innovation department is primarily responsible for gathering information on technological innovations in the automotive world, namely in the CASE (Connected, Autonomous, Shared, Electric) space.

The department is also charged with the commercialisation of new technologies and business models to support Isuzu’s unsurpassed market leadership.

**Knowledge base**

Mr Morris brings a wealth of knowledge and experience to this critical area of the business, having spent the better part of a decade as a sought-after Management and Automotive Consultant.

With a solid grounding in finance, procurement and management accounting, Mr Morris spent time with global giants KPMG and EY working across the Motor Industry Services and Advisory teams in both Australia and Brazil.

Specifically, this work revolved around streamlining Mobility as a Service theory (Shared), including source to contract (S2C), procure to pay (P2P) and order to cash (O2C) processes, as well as in building financial models and business cases to assess the feasibility of new projects.

Engaging closely with OEM and dealership clients, he worked to unlock several efficiencies and enhance business performance through the re-structuring of finance and operational processes.

**An eye on the future**

IAL’s Chief of Strategy, Mr Grant Cooper said the recruitment of Mr Morris was a boon for Australia’s number one truck brand.

“This appointment is about ensuring that IAL is best placed to capitalise on the emerging trends that will shape the future of road transport in Australia.

“IAL have been leaders in this market for over three decades, and it’s this type of forward thinking and future proofing, that ensures our record remains intact.

“Moreover, the appointment of someone of Alex’s calibre is a windfall, not only for our business today, but also for the development of our future product and service offering.

“We welcome Alex to the Isuzu family and we’re excited to see the new ground he’ll forge in this vital area of the business,” Mr Cooper said.

**Customer first**

Mr Morris said he was looking forward to exploring and responding to new technologies on behalf of the truck market leader.

“Given the shifting context of the automotive and commercial vehicle sector, I believe innovation will become increasingly important to future-proofing IAL.

“I want to make tangible progress in bringing innovative products and solutions that are directly linked to improving the experience of our customers, while also positioning IAL as a more sustainable player in the road transport industry.

“My vision is to ensure a responsible and reliable rollout of new technology, resulting in a growing and upwards trajectory for the company,” Mr Morris said.

In addition, Mr Morris said he was looking forward to understanding the key drivers that have led to Isuzu’s strong customer relationships over the past three decades.

“I have already noticed how well IAL looks after our customers, dealers and people, in line with the company’s corporate values.

“The positive culture and longstanding tenure of some of our team members is a testimony that IAL practices what it preaches.

“Ultimately this is all about providing better transport solutions for Australian businesses. It’s something I’m extremely passionate about and I can’t wait to get underway,” Mr Morris concluded.

**ends**
**For further information, please contact:**        **For Isuzu Trucks releases and photos:**

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