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**SENIOR PROMOTION** **BOLSTERS PRODUCT MANAGEMENT AT ISUZU**

Isuzu Australia Limited (IAL) continues to strengthen its product management approach, with industry veteran Simon Humphries moving into the role of Head of Product Management & Commercial Vehicles Chief Engineer.

An Isuzu stalwart who has held several industry engineering and product development positions dating back to 1998, Mr Humphries most recently held the role of Senior Product Manager, Commercial Vehicles & Chief Engineer at IAL.

Mr Humphries now takes the reins across all product management, including vehicle specifications manufactured in Japan for the Australian market, plus the overarching management of the broader parts and accessories domain.

**Critical phase**

IAL Chief of Product Matt Sakhaie says the ascension comes at what is set to be a critical phase in rolling out an all-new model lineup this year.

“Simon has a wealth of experience but also enthusiasm for the Isuzu brand and the new technologies that are coming our way in 2025,” Mr Sakhaie said.

“He has been deeply entrenched in our product portfolio management strategies for the Australian market, and together with everyone at IAL, I know he’s looking forward to getting our new trucks into the hands of Australian operators very soon.

“The management of this rollout is critical in ensuring we meet the demand of customers, and Simon is a crucial part of this process and its ultimate success.”

**Reputation matters**

Having worked through Isuzu’s previous full model change in 2007, Mr Humphries brings a unique brand of corporate and product knowledge some 17 years later.

“The technology and future capability of the product that is about to hit Australian shores is a game-changing moment for not just Isuzu but also the heavy vehicle industry,” said Mr Humphries.

“Ramping up to this release has absolutely been a highlight of my career, and I’m excited to see all the planning and hard work bear fruit in bringing the right product to market to meet the needs of our customers.

“Compliance is just one part of the role; it is also working with a wide range of partners from OEMs through to body builders that ensure Isuzu trucks carry out a vast array of applications across the country,” he said.

“Isuzu has an outstanding reputation for quality and reliability, and I’m convinced these new models will take that reputation to another level.”

**Customer kings**

The new role has Mr Humphries overseeing both the broader product group and engineers that work within the model teams.

“That means we've actually got more people working in product management, and given the breadth of models in the MY25 lineup, this is great news for customers,” Mr Humphries said.

“We've got the ability to analyse the data better, with two new departments at IAL—one being product management and the other focused on engineering services.

“The decision to bring the parts and accessories products under my overall remit further underlines the IAL approach to integration, both technically and aesthetically,” he said.

“Importantly, we now have full technical management of the new range, and of course, we continue to service current model requirements with those vehicles set to be on the road for many years to come.

“It is a dynamic time for the heavy vehicle industry, and Isuzu is very much at the forefront of providing the best solutions to customers for today and well into the future,” Mr Humphries concluded.

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