



Dennis Maurer

Dennis Maurer is Senior Manager of OEM & Strategic Partnerships for CDK Heavy Truck, where he works with commercial vehicle manufacturers, dealership groups, and technology partners to advance digital transformation across the heavy-duty truck industry. With decades of experience spanning dealership operations, product management, OEM partnerships, and fixed operations technology, Dennis has helped shape solutions that improve service operations, parts management, inventory, leasing, and dealer profitability.

Dennis collaborates extensively with leading truck OEMs, dealer organizations, and industry partners to modernize dealership workflows through connected technologies, AI-enabled processes, and integrated business systems. His work provides him with a broad perspective on the operational challenges and opportunities facing commercial truck dealers throughout North America.

Committed to collaboration and industry advancement, Dennis is passionate about supporting initiatives that strengthen the used truck marketplace, foster innovation, and create value for dealers and industry partners. He would be honored to serve the Used Truck Association and contribute to its continued leadership and growth.