



DAN MEYER

Vice President of Sales

Dan Meyer serves as the Vice President of Sales at Pierce Manufacturing, bringing a practical and direct approach to the role since his start with the organization in 2011. Raised in Appleton, Wisconsin, and now residing in Hortonville, Dan's work is grounded in his Wisconsin roots. He earned his undergraduate degree from the University of Wisconsin-Milwaukee and an MBA from the University of St. Mary, building a solid foundation that supports his leadership at Pierce.

Dan's career trajectory at Pierce is marked by progressive leadership, beginning as a sales and marketing intern, and expanding to roles in dealer development, sales operations, government sales, and regional sales coverage. Dan's tenure as an anchor in Pierce's operations has seen him orchestrate national product launches, the modernization of dealer agreements, and the dynamic stewardship of the dealer program.

In his current role, Dan's primary commitment is to serving firefighters and first responders via Pierce's top-tier dealer network. His philosophy is deeply rooted in customer support and collaboration with dealers, fostering a network that honors the bravery of firefighters. This commitment is more than a job for Dan; it's a lifework that fills him with pride—a sentiment echoed by his family and peers.

Described as a customer-focused servant-leader, Dan has garnered a diverse and extensive array of experiences at Pierce. Dan's engagement with the customer base is extensive, from the shared laughter over firefighters' station pranks to the solemn tribute to fallen heroes. His approach to leading his team is viewed as a collective endeavor to better serve, keeping the mission's integrity always at the forefront.

“Being part of Pierce is more than business—it's a privilege. Whether in the boardroom or on the 'Blue Floor,' we are honored to serve the brave men and women on the front lines. Our firefighters, dedicated team members, and committed dealers inspire us. This isn't just a job; it's a calling my family and I deeply cherish. We don't just serve our customers—we truly admire and appreciate them.”