

IPD Welcomes Wian Coetzee as Senior Regional Manager for Africa and Australia

IPD names Wian Coetzee Senior Regional Manager, expanding support for customers and distributor partners across Africa and Australia.

CARSON, CA, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- [IPD](#) (Industrial Parts Depot, LLC), a global leader in aftermarket heavy-duty engine parts, today announced that Wian Coetzee has joined the company as Senior Regional Manager, effective August 31. In this role, Coetzee will support IPD's customers and distributor partners across Africa and Australia, two regions the company has identified as strategic priorities for continued growth.

Coetzee brings more than a decade of experience in the heavy-duty aftermarket parts industry. He most recently served as Regional Sales Manager for Africa at PAI Industries, an aftermarket manufacturer and distributor of engine and commercial vehicle components, where he was responsible for building and managing distributor networks across more than 20 African countries. In that role, he worked directly with parts retailers, wholesalers, and workshops to evaluate market demand, appoint new distribution partners, and grow sales of engine components for major commercial vehicle and heavy-duty engine brands. He also previously helped establish IPD's distribution presence in Australia, New Zealand, and the Pacific region before that territory transitioned to a locally based manager.

Beyond distributor development, Coetzee's background includes training sales and technical staff on product knowledge, identifying new product opportunities based on regional market needs, and managing supplier and customer relationships across a wide range of engine platforms. That combination of hands-on market experience and technical product knowledge is expected to support IPD's continued growth across Africa and Australia.



Senior Regional Manager Wian Coetzee

"Wian brings a great combination of industry knowledge, market experience, and strong relationships in regions that are strategically important to IPD," said Ahmed Hassan, Director of International Business Development at IPD. "I'm very excited to have him on board and confident that his experience and customer-focused approach will help us strengthen our partnerships and expand IPD's presence throughout Africa and Australia."

IPD looks forward to the experience, energy, and perspective Coetzee will bring to its international team as the company continues to grow its global distributor network.

For more information about IPD, visit [IPDParts.com](https://www.ipdparts.com).

About IPD

Established in 1955, IPD (Industrial Parts Depot, LLC) is a trusted manufacturer of industrial parts and serves a diverse range of industries, including on-highway, construction, oil and gas, power generation, marine, and more. IPD provides the heavy-duty engine market with quality and innovative parts to extend the equipment's life and performance, while providing value and improving the bottom line. IPD customers can rely on exceptional customer service and superior support anywhere in the world. IPD's product line includes diesel and natural gas replacement engine parts for Caterpillar®, Cummins®, Detroit Diesel®, and Waukesha® engine applications. For more information, visit [IPDParts.com](https://www.ipdparts.com).

Joni Kneller
Industrial Parts Depot, LLC
[email us here](#)

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