

Hyundai appoints new head of Africa and Middle East

The Hyundai Motor Company has appointed Mike Song as the new head of its Africa and Middle East Region, commencing duties during the second week of May in Dubai.



Song will oversee operations throughout the Middle East and North Africa (MENA) region, as well as sub-Saharan Africa and the Canary Islands. He will be based at the Dubai Regional Headquarters in the United Arab Emirates.

Born in Korea in 1968, Song joined Hyundai in 1993 after graduating from Seoul National University. He was executive coordinator for sales and marketing in Canada from 2000 to 2005, worked within the Corporate Planning Division at Hyundai Global Headquarters from 2005 to 2009, and was sales coordinator for Hyundai Motor America from 2010 to 2014. Most recently, he has filled the role of head of Asia-Pacific, Africa and Middle East Group, based in Korea.

He joins the Africa and Middle East Regional Headquarters during an important period for the carmaker and will work to drive Hyundai sales in what are difficult market conditions through much of the region.

"Looking at the road ahead, there is considerable uncertainty in many markets, from the impact of low oil prices in the GCC and other petroleum producing countries, through to falling currencies in the two largest African markets - South Africa and Egypt," said Song.

Song replaces Jin (James) Kim, who returns to a senior management position in Korea.

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