

New head of Hyundai Middle East and Africa region

Hyundai Motor Company has announced the appointment of Bang Sun Jeong as its new vice president of the Middle East and Africa region.



Bang Sun Jeong

Source: www.quickpic.co.za

Based at Dubai's regional headquarters in the United Arab Emirates, Jeong will oversee the day-to-day operations and will be responsible for strengthening Hyundai's presence and brand value across the Middle East and Africa region.

Jeong has accumulated a wealth of experience at Hyundai Motor Company that will help maximise results in his new position. In his previous role, he had served as Hyundai's vice president of Asia Pacific, Africa and Middle East Operations Division and also held the position of executive director: sales and marketing for Hyundai Motor India. He also held positions in Poland and Turkey.

Jeong says of his appointment, "I am delighted to be named as the new vice president of the Middle East and Africa for Hyundai Motor Company. It is a company that I know very well, having gained vast knowledge of the brand during my career.

"As the vice president of Middle East and Africa at such an important phase, I am compelled by a strong responsibility to confront the challenges ahead of us. In 2019, we made solid progress and moved forward despite the challenges faced in the previous year.

"It is essential we build on this success in 2020 and I forward to helping sustain our growth momentum to reach our best sales record, and in doing so, we hope to set a new milestone in our journey."

Jeong replaces Mike Song, who has been promoted and will now work with the Genesis Division

Headquarters at Hyundai Motor Company.

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