

# Luc Donckerwolke rejoins Hyundai Motor Group as CCO

The Hyundai Motor Group recently reappointed Luc Donckerwolke as Chief Creative Officer (CCO) - a new company position - as he resumes his career as executive vice president at the group.



Image supplied | Luc Donckerwolke, Hyundai's newly appointed CCO

Donckerwolke, whose office will be located at the Hyundai Motor Europe Technical Centre in Germany, will be in charge of design-related communications about topics such as the Genesis brand, the dedicated BEV line-up brand IONIQ and fuel cell vehicles.

Donckerwolke originally joined the Hyundai Motor Group in 2016, gradually overseeing design for Hyundai, Kia and Genesis brands as the chief design officer before resigning in March to focus on his health. Donckerwolke is returning to the group following a temporary time away in which he took to take care of personal matters.

"It is with great honour and pride that I start this second chapter at the Hyundai Motor Group to consolidate creativity. In collaboration with design teams, I will communicate diversity and richness, which is not only technologically dynamic but also customer-centric," says Donckerwolke.

Donckerwolke is considered a perfect fit for the new role of CCO as he has been deeply involved in establishing the current design direction and strategy for Hyundai, Kia and Genesis.

As the group's representative, Donckerwolke will enhance brand position for Hyundai Motor Group, leveraging vast experience not only as a car designer but also as a proven leader.

He will also seek ways to collaborate with designers as well as spearhead design studies for future mobility.

As CCO, Donckerwolke will collaborate with design centres in their development and design communication for concept vehicles of the Hyundai Motor Group's various brands. The Hyundai, Kia and Genesis brands' design work will continue to be overseen by existing management.

SangYup Lee, senior vice president and head of Hyundai Global Design Centre and Genesis Global Design, will continue to lead design for Hyundai and Genesis brands. Karim Habib, senior vice president and head of Kia Global Design, will continue to lead design for Kia brand.

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