

# Samsung appoints new leaders in big management shakeup

Samsung Electronics has announced the appointment of two new CEOs to replace its three co-CEOs, making it the company's biggest management shakeup since 2017. The tech giant also announced it will merge its mobile and consumer electronics divisions. The two divisions form part of the company's three-division business model, with the third one being device solutions. Each division had a CEO in charge, hence Samsung's decision to opt for only two CEOs.



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Jong-Hee Han was promoted to vice chairman and CEO, and will lead the newly merged SET division as he continues to head the visual display business. President Kyehyun Kyung was also named CEO and will lead the DS division.

Han is an expert in TV research and development and has played a major role in the company achieving the top position in global TV sales for the 15th consecutive year. He is expected to strengthen the synergies among the different businesses in the SET division and help drive new businesses and technologies.

Kyung, who has been the CEO of Samsung Electro-Mechanics, is an expert in semiconductor design, having previously been the head of Samsung Electronics' flash product and technology team as well as part of the Dram Design Team. He is expected to help maintain the company's semiconductor leadership and lead innovation in the components business.

## Other promotions and changes in the announcement include:

- Yongin Park, named president and head of System LSI Business; previously executive vice president and head of system LSI sales and marketing
- Hark Kyu Park, named president and chief financial officer; previously president and head of the corporate management office, DS division
- Kinam Kim, named chairman of Samsung Advanced Institute of Technology; previously vice chairman and head of the DS division
- KS Choi, named president and head of North America office for SET division; previously executive vice president and

head of North America Office

- Inyup Kang, named president and head of North America office for DS division; previously president and head of System LSI Business

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