

LG appoints new president for MEA region

LG Electronics (LG) has appointed James Lee as its new president of the Middle East and Africa Region (MEA).



James Lee

With extensive experience in Marketing and Sales with the company, LG says Lee has both witnessed and supported the growth of the organisation across a variety of business units in various regions.

Commenting on his new role and vision for LG, Lee says, “Having been a part of the LG family for a number of years, I am delighted to be named as the new president of MEA. This region is very important to LG not only in terms of strategy, but also in our efforts to enhance the lives of citizens around the world through various innovations in smart technology.”

Lee says he believes that growth can be achieved through a threefold approach that takes customer focus, premium brand building and smart technology into account.

“I look forward to seeing how we can leverage our ties with a growing number of local and international organisations to offer consumers further choice and empowerment when experiencing LG’s pioneering technology solutions.”



Lauren Hartzenberg 17 Jul 2018



For Lee, keeping the needs and experience of the end-customer in mind starts at the beginning of a product's creation in the R&D phase. "LG seeks to enhance lives with simple, yet pioneering devices. In order to support this, LG has focused on premium brand building to offer consumers unique home and electrical appliances."

He concludes, "Through an emphasis on customer focus, premium brand building and smart technologies, LG seeks to offer consumers more personalised experiences across a range of products that blend seamlessly into home and work environments."

For more, visit: <https://www.bizcommunity.com>