

Hyundai appoints new VP of Middle East, Africa

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

In this role, Jeong is responsible for overseeing day-to-day operations and strengthening Hyundai's presence and brand value across the Middle East and Africa. He will be based at Dubai's regional headquarters in the United Arab Emirates

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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