

Mahindra
Rise.



Johng-sik Choi

President and CEO- Ssangyong Motor Co

Johng-sik Choi majored in business management at Seoul National University and earned his Master's degree from the Graduate School of Public Administration, Seoul National University.

He started his career at Hyundai Motors in 1977, serving as Head of Planning Office, Head of Marketing, Vice President & Director of Hyundai Motor Canada, and Executive Director of Hyundai Motor America.

He joined Ssangyong Motor in January 2010 as Vice President and Head of Sales & Marketing, and successfully launched a series of face-lifted models and new products such as the Korando and Tivoli which reflected the customer needs and market trend.

He plays a key role in helping the company regain market share. In 2013, Ssangyong recorded its highest-ever yearly revenue and exports volumes.

Referred to as a global sales master and automotive expert with 40 years of experience in the automotive industry, he is credited with driving growth and presenting a future vision for Ssangyong as a prestigious global automaker.

Thank you

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