

Mahindra
Rise.



Byung Tae (Brandon) Yea

CEO, SsangYong Motor Company

Mr. Byung Tae (Brandon) Yea has had a lengthy career in the automotive industry, spanning over three decades. He has vast knowledge and great expertise in product planning, marketing and overseas markets. As the CEO, he is responsible for leading SsangYong along the path towards a turnaround by enhancing the company's global competitiveness and boosting sales volumes.

Born in 1958, Mr. Yea earned a Bachelor of Commercial Science in International Trade from Pusan National University. His first stint was as an executive at Hyundai Motor Company in 1982, where he was responsible for Hyundai/KIA's sales and marketing functions, both local and overseas. He was the President of KIA Motors Europe GmbH and served as the Senior Executive Vice President, Chief of Hyundai Commercial Vehicle (Truck & Bus) from 2014 through 2015. Mr. Yea also taught at Seoul National University in the Department of Industrial Engineering as a University-Industry Cooperation Professor.

When Mr. Yea joined SsangYong Motor Company in 2018 he served as Vice President of Marketing and Chief Operating Officer.

Mr. Yea has previously held position as President – Marketing & Product at Hyundai-Kia Motors in its regional offices in Asia, the Middle East and in Europe, and was also the Vice President and Head of Hyundai Commercial Vehicle. He strongly believes in continuous improvement of product planning and design, flexible thinking, quick application and execution of new ideas.

Thank you

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