

Mobile Head Becomes LG CEO

Written by Alice Marshall
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LG Electronics announces an executive shakeup-- one seeing the promotion of Brian Kwon, head of the Mobile Communications and Home Entertainment wings of the company formerly known as Lucky Goldstar, to CEO.



Other promotions include Park Hyoung-sei as president of the Home Entertainment Company, new Mobile Communications Company president Morris Lee, William Cho in the newly created Chief Strategy Officer position and Chief Financial Officer Bae Doo-yong.

An LG veteran, Kwon has been at Goldstar since 1987. He held a variety of positions, including business planning at LG Wales and head of the monitor division, before promotion to oversee the Home Entertainment Company in 2014. He was born in Busan and received a bachelor's degree from Seoul National University and an MBA from Aalto University, Finland.

Meanwhile executive VP Park Hyoung-sei takes the reins of the Home Entertainment Company after 25 years in the business unit. Senior VP Morris Lee joined Goldstar in 1988 and has held multiple positions in the LG mobile, TV and IT businesses, as well as 5 years in the LG Corp parent company as VP. CFO Bae Doo-yong served for 7 years as head of the LG tax and trade division after joining the company in 2005.

LG re-established the CSO position to accelerate "digital transformation" across all operations. Taking the position is William Cho, who returns to S. Korea after leading LG operations in N. America for the past 6 years. The company also plans to open a Future Technology Center to

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support the Artificial Intelligence Lab, Advanced Robotics Lab and Software Business Project Management Office under the CTO division.

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