

Lenovo to Split in Two?

Written by Marco Attard
10 January 2013

According to a leaked internal email from CEO Yang Yanqing, Lenovo will split into separate consumer and enterprise units from April 2013-- the Lenovo Business Group (LBG) and Think Business Group (TBG).



Senior VP (mobile digital home) Liu Jun will lead LBG, which will focus the mainstream with consumer and business PCs and tablets, smartphones and smart TVs.

The second TBG unit is led by Senior VP (products Group) Dr. Peter Hortensius and will sell high-end Think products, enterprise workstations and servers through the incorporation of the recently formed Lenovo Enterprise Product Group.

The company will also split global business into four markets-- EMEA, China, N. America, and Asia-Pacific - Latin America.

Lenovo acquired the IBM PC business (and associated "Think" trademarks) for \$650 million in cash and a further \$600m in stock back in 2005. In his memo Yanqing admits Lenovo needs to do better in the higher end of the market, and the Think brand is the asset that should do the job.

Otherwise Lenovo is growing from strength to strength-- [according to Gartner it was the only vendor to show growth \(7.7% Y-o-Y\) in W. Europe during Q3 2012](#), beating Dell to the #4 position in the quarterly vendor rankings.

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