

## Samsung Names New Smartphone CEO

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Samsung appoints a replacement for DJ Koh as smartphone division CEO-- Roh Tae-Moon, a former mobile development head and the 3rd CEO for the division in the past 12 years, follow DJ Koh and JK Shin.



At age 51, Roh Tae-Moon is the youngest president at the S. Korean giant. His promotion, according to Reuters, comes as part of a later-than-usual reshuffle amid a series of court cases involving a number of top Samsung execs, including leader Jay. Y Lee. Roh Tae-Moon led development of the successful Galaxy line of devices, and championed the shift to outsource more handset production.

Samsung remains the leader in terms of global mobile marketshare, but it faces tightening competition at the lower and mid-tiers of the market from the likes of Huawei, Vivo and Oppo. As such, Roh Tae-Moon has the tough job of ensuring the S. Korean company's relevance, especially after recent stumbles such as the Galaxy Fold.

In the meantime, former mobile chief and co-CEO DJ Koh retains leadership of the Samsung IT and mobile communications (IM) division, overseeing work on both mobile devices and network equipment, while network business chief Cheun Kyung-whoon gets a promotion to president.

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