



## Executive Biography

---

### **Yoonie Joung**

**President and CEO  
Samsung Electronics North America**

Yoonie Joung is the President and CEO of Samsung Electronics North America, responsible for leading the region, driving growth and increasing customer loyalty to Samsung's innovative products, technologies and AI-solutions that enhance people's lives.

Over the past 30+ years, Yoonie has held significant leadership roles across Samsung, most recently serving as Head of the Global Strategic Marketing Office. Previously, Yoonie led a number of businesses around the world, including Head of Samsung Electronics America Mobile Division, President of Samsung Brazil and President of Samsung Turkey. Yoonie first joined Samsung as an engineer in 1992 and early in his career held roles in the Global Strategy Office, focusing on strategic planning, alliances and new business development, as well as in the Mobile eXperience division, where he worked across diverse markets including Europe, CIS, Middle East, Latin America and leading the Global Product Management group.