

Samsung sdi belgrade

SEOUL, Nov. 28 (Yonhap) -- Samsung SDI Co., a battery and electronic materials manufacturing unit under Samsung Group, said Thursday it has appointed Choi Joo-sun, head of Samsung Display Co., as its new CEO as part of the group's leadership reshuffle.

Choi, 61, began his career as an engineer in a memory chip development team at Samsung Electronics Co. before transitioning to management roles and has served as CEO of Samsung Display since late 2022.

Known for his technical expertise and leadership skills, Choi has played a role in enhancing the technological competitiveness of semiconductors and driving growth in the display business.

"We expect Choi to continue to lead Samsung SDI's innovation and corporate value enhancement based on his successful know-how and leadership," the company said.

Yi, a seasoned expert in display technology, has made significant contributions to LCD and OLED advancements during his tenure at Samsung Electronics and Samsung Display.

Additionally, Samsung Global Research, the group's think tank, has established a specialized management consulting office to support affiliated companies in improving organizational and operational efficiency, the company said.

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