

AUTOMOTIVE

Genesis promotes Mike Song to global head, exec to retain COO title

December 27, 2022



Mike Song takes on new positions in the company, focusing on the centralization of the customer. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

Korean automaker Genesis is announcing the appointment of Mike Song as Global Head of Genesis, with a promotion to executive vice president activated in tandem.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Song will continue to serve in his current role as Genesis' chief operating officer, adding oversight into global business operations and efforts to increase the company's presence to his plate. As the company moves to refocus the brand on customer experience, the executive shift is effective starting Jan. 1.

"I am honored to be part of **Genesis**' growing momentum around the world," said Mr. Song, in a statement.

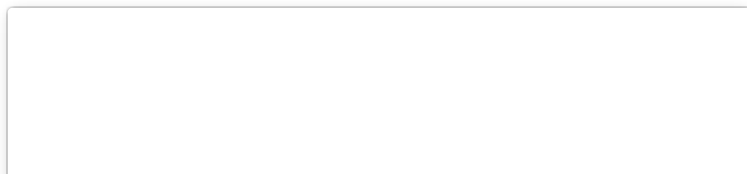
"Genesis is a recognized luxury car brand at the forefront of design and technology in the rapidly evolving electrification era," he said. "I look forward to leading the Genesis organization to serve our customers, partners, and employees as we embrace these new changes."

Singing a new tune

Mr. Song will strategize to improve the company's performance, using his focused vision for the brand.

The executive's work history also demonstrates a proven array of tactical skills within the operational sector of Genesis, having worked with the company since January of 2020. He drove international sales, improving both the revenue and product volume.

In September 2021, Mr. Song ascended to Genesis' chief operating officer, serving in a number of leadership capacities since. He was a key player in the automaker's international operations, helping move the brand forward while aiming for a leading position within the luxury vehicle market.



[View this post on Instagram](#)

A post shared by Genesis USA (@genesis_usa)

Mr. Song will be using his industry experience to focus on restructuring the company vision, centering it around customer experience. He will also be positioning Genesis with a clearer voice and cohesive image.

Before his time at Genesis, Mr. Song worked for thirty years with Hyundai, starting in 1993. He held key roles at the company in the Middle East and North America, before stepping into the position of Hyundai Motor Middle East and Africa head.

Now, with Mr. Song now at the helm, the brand will continue pursuits for cultural relevance ([see story](#)) and operational optimization ([see story](#)) within the market.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.