

SAE International Appoints Mark Chung as New Chief Marketing Officer

SAE International announces the hiring of Mark Chung as its new Chief Marketing Officer.

WARRENDALE, Pa. ([PRWEB](#)) February 23, 2016 -- [SAE International](#) announces the hiring of Mark Chung as its new Chief Marketing Officer.

In his role, Mr. Chung will lead SAE International's brand and market strategies to enhance and build on the organization's global profile as the unparalleled resource in the mobility space.

Mr. Chung earned a BS in Marketing and Finance from the University of Southern California, Marshall School of Business; and an MBA from Indiana University, Kelley School of Business.

"Mark is a thought leader and seasoned marketing executive," David L. Schutt, PhD, Chief Executive Officer of SAE International, said. "He brings with him two decades of international marketing experience and we are excited to have him as part of the SAE International team."

As a transformational marketing executive, Mr. Chung is motivated by the challenges of reshaping SAE International's traditional marketing methods to customer- and market-centric solutions. He has significant experience at creating cross-departmental processes that embed Voice of Customer strategies through all functional areas and benchmarking performance against key operational targets and goals. His expertise spans planning and executing marketing in both B2C and B2B setting. His career includes a strong record of success and progression in collaborating and driving revenue and profit growth of both firms and customers.

Prior to joining SAE International, Mr. Chung was Managing Principal for 121 Consulting. Before that, he served as Vice President, Corporate Strategy & Business Development for Cooper Tire & Rubber Company; Global Marketing Director – Filtration for Cummins Inc.; Director of Corporate Strategy and Product Planning / Strategic Marketing for Yokohama Tire Corp; and Marketing Manager for Ford Motor Company.

A life-long motorsports fan, Mr. Chung has visited more than 30 different racetracks across three continents. He and his his wife, Soyoung, have three sons.

SAE International is a global association committed to being the ultimate knowledge source for the engineering profession. By uniting over 127,000 engineers and technical experts, we drive knowledge and expertise across a broad spectrum of industries. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our philanthropic SAE Foundation, including programs like A World in Motion® and the Collegiate Design Series™.

www.sae.org



Contact Information

Shawn Andreassi

SAE International

<http://www.sae.org>

+1 (724) 772-8522

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