

Adam ZENG Xuezhong,
Executive Vice President, ZTE Corporation
CEO of ZTE Mobile Device



Adam Zeng, Executive Vice President of ZTE Corporation and CEO of ZTE Mobile Devices, is responsible for the global operations and management of ZTE's mobile device business.

Since joining ZTE Corporation in 1996, Adam has excelled in a number of management and executive positions, including Chief Representative of ZTE Guiyang, General Manager of No. 2 Sales Division, Vice President and Senior Vice President. From 2006 to 2013, Adam was ZTE's chief executive for China, overseeing the market's operations, including carrier solutions and mobile devices. During his time in this role, ZTE saw threefold growth in the market share of its TD-SCDMA and CDMA products in China. Additionally, revenue from the China market accounted for almost half of the company's total revenue.

Since January 2014, Adam has been in charge of ZTE's global device business. In his first year in this role, Adam's global vision saw ZTE expand globally, including the strategic map out of 19 R&D centers and five large manufacturing bases. He formed links with ZTE and companies across the supply chain globally, and worked with industry giants to form a "Smart Voice Alliance," establishing the first industry standards for smart voice.

Under Adam's leadership, ZTE hired several research and development teams from Blackberry, including interactivity, security and design teams. These hires strengthened ZTE's technological innovation and patent accumulation, especially in the areas of man-machine communication and security technology.

Additionally, Adam has worked endlessly to fortify ZTE's mobile business in China and the U.S., and spearheaded the companies refocus on premium products. He led the consolidation of the company's global network of technology, talent and online and offline marketing platforms in 160 countries worldwide. In the first half of 2015, almost 40 percent of ZTE's products were mid-high end, a significant increase compared with the same period last year. During the same period, ZTE achieved significant and rapid growth in key regions across the globe, especially overseas, and became the most successful Chinese company in North America.

In July 2015, ZTE launched its first ever global flagship smartphone, Axon, a project led by Adam. With Axon, ZTE is set to enhance its position and brand in the global smartphone market, and enter the ranks of top international brands.

Adam received a Bachelor of Science degree in Modern Applied Physics from Tsinghua University in 1996 and graduated from the university's EMBA program in 2007.