

**Jacky Zhang**  
**Senior Vice President, ZTE Corporation**  
**CEO of EMEA and APAC, ZTE Mobile Devices**



Jacky Zhang, Senior Vice President of ZTE Corporation and CEO of EMEA and APAC for ZTE Mobile Devices, is responsible for overall ZTE operations and management in Europe, the Asia-Pacific, the Middle East, and Africa.

Jacky has received an EMBA degree from Tsinghua University, and in 1994, he graduated from Central South University with a Bachelor of Science degree in automatic control technology. Since joining ZTE in 1999, Jacky served in a number of senior management positions including Vice President of the No.1 Sales Division, and Head of General Sales Department and PMO Department in the Head Office and CEO of APAC.

Jacky has delivered an outstanding performance in operations, marketing, and team management. Under his leadership, children's devices customized

for SoftBank shipped over 2,000,000 units and uFi products sold 1,000,000 units, and fostered an excellent brand reputation among consumers in the demanding Japanese market. In Australia, ZTE has taken the first position in the pre-paid market and third position in the contract market, while in Russia, ZTE's devices are visible in more than 10,000 smartphone stores, with a market penetration rate of up to 60%. Active efforts were made to develop the public channel markets in India and Southeast Asia, driving rapid sales growth for ZTE smartphones both online and offline and significantly boosting market share and brand awareness.

At the start of 2016, Jacky took the reins of both EMEA and APAC as CEO. His successes in Japan and Australia will serve him in EMEA, as most markets in Europe are developed and have high demands for device quality. This move signals ZTE aim to strengthen its open market strategy in EMEA, investing more in new channels and brand building.