

P R E S S R E L E A S E

Volvo CE appoints new Head of Brand and Marketing for Asia and China

Volvo Construction Equipment (Volvo CE) has announced a new Head of Brand, Marketing and Corporate Communication for Region Asia and Region China – a key role in delivering the company’s strategic direction across the construction equipment industry’s largest global market.



Leading brand expert Doris Gong has joined the company, effective from today, to oversee the operational and strategic direction of all communication for the regions, across both traditional and digital channels. She will serve as spokesperson to all media in Asia and China. Given the global importance of these markets, she is well poised to maximize the business potential for the brand, while integrating the company’s purpose to build the world we want to live in through innovations, Volvo CE’s use of resources and its care for people in mind.

Based in Shanghai, China, she will be part of the Brand, Marketing and Communication management team representing Region Asia, China and India. This will be her first role at Volvo Group, which she joins after several successful years of marketing experience at Johnson Controls, Michelin and Lapp.

Tomas Kuta, Head of Region Asia, says: “We are delighted to welcome Doris to Volvo CE. She joins us at a significant time of change – for both us as a business and for all our stakeholders – driven as we all are by a desire to do business more sustainably, digitally and efficiently. Her role is vital in ensuring smooth and effective brand, marketing and communication during our industry’s transformation.”

Changing consumer behaviors, evolving societal and business trends, new technologies and increased governmental regulations are all having an impact on the Asia and China marketplace. Doris’ new appointment will be vital in Volvo CE’s ability to manage these increasingly complex industry shifts and deliver the continued impact our customers and society need from us.

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Journalists wanting further information, please contact:

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Volvo Construction Equipment (Volvo CE) is a leading international manufacturer of premium construction equipment, and with over 14,000 employees, it is one of the largest companies in the industry. Volvo CE offers a wide range of products and services in more than 140 countries through its global distribution network. Volvo CE is part of the Volvo Group. The Volvo Group drives prosperity through transport and infrastructure solutions, offering trucks, buses, construction equipment, power solutions for marine and industrial applications, financing and services that increase our customers' uptime and productivity. Founded in 1927, the Volvo Group is committed to shaping the future landscape of sustainable transport and infrastructure solutions. The Volvo Group is headquartered in Gothenburg, Sweden, employs almost 100,000 people and serves customers in more than 190 markets. In 2020, net sales amounted to about SEK 338 billion (EUR 33.6 billion). Volvo shares are listed on Nasdaq Stockholm.
