



**JEFF HWANG**

**President, LG Mobile Phones  
LG Electronics Mobilecomm USA Inc.**

As president of LG Mobile Phones, Jeff Hwang brings more than 20 years of experience building the LG brand at home and abroad. As president, Hwang oversees all of LG Mobile Phones' North American development, manufacturing and marketing efforts as well as strategic planning, carrier relationships and business development, in addition to serving as a corporate spokesperson.

In his previous role, Hwang led LG's mobile communication business for the Korean market. Prior to that, he served as senior vice president of marketing and product planning for LG Mobile Phones in the United States, from 2003 until 2006 where he oversaw marketing intelligence, product management and marketing communications for the North American market.

Hwang also lent his expertise with LG Group Chairman's office where his contributions earned him a promotion to lead the marketing group of LG InfoComm Korea. As senior manager, Hwang successfully launched next-generation phones in Korea's advanced mobile handset market.

Prior to this, Hwang was an executive with LG Electronics in the U.K., where he played an integral role in the introduction of new consumer electronics products to the British market. A two-decade veteran of the company, Hwang began his tenure in Seoul, Korea in 1987, where he was responsible for managing exports of LG audio and video electronic products.

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**M. EHTISHAM RABBANI**

**Vice President of Product Strategy and Marketing  
LG Electronics Mobilecomm USA, Inc.**

Ehtisham Rabbani joined the LG family as vice president of product strategy and marketing for LG Electronics MobileComm USA., Inc in 2007, and was promoted to corporate vice president in 2008. In his role, Rabbani is responsible for the overall mobile phone brand strategy. He develops product strategies, leads planning and development of product research, supervises purchasing fulfillment and oversees all inventory management issues. Rabbani also serves as a corporate spokesperson.

With over 20 years of global brand management and leadership experience, Rabbani is poised to use his background to help foster LG's position at the top of the U.S. CDMA market and extend the company's presence in the GSM space. Rabbani's superior marketing track record spans a wide range of industries including consumer goods, electronic entertainment and healthcare.

Prior to joining LG, Rabbani led marketing and brand development departments at Mars, Inc., Activision and Procter & Gamble. He was group director for Mars, Inc. where he led the Pet Care New Brands division overseeing the global launch of The Goodlife Recipe pet food.

Previously, Rabbani was vice president of global brand management at Activision where he was responsible for strategic brand development of Star Trek, Disney and Marvel franchises, delivering record sales volume and profit for brands under his purview.

Rabbani began his career at Procter & Gamble where he spent 12 years in multiple marketing positions, managing top brands such as Charmin, Bounty, Pampers, Always, Luvs, Tide and Hawaiian Punch.



**TIM O'BRIEN**

**Senior Director, Marketing Communications  
LG Electronics Mobilecomm U.S.A., Inc.**

Tim O'Brien is senior director of consumer marketing for LG Electronics MobileComm U.S.A., Inc. where he is responsible for developing new and compelling ways for consumers to engage with LG Mobile Phones. He oversees planning and directing, research and development, and new brand-building marketing programs, including all facets of advertising, public relations, digital marketing and sponsorships. O'Brien also serves as a company corporate spokesperson.

O'Brien brings more than 13 years of proven results; driving brand growth and innovation throughout his diverse experience in the marketing and business sector. A seasoned executive, O'Brien has led the development and launch of multimillion dollar businesses, tracking success across seven categories of industry challenges from start-ups to brand turn-around. His is an expert on consumer purchase behavior and psychographic profiles of targeted consumers.

Prior to joining LG, O'Brien amassed an impressive track record at top companies including Mars, Inc.; Microsoft and Procter & Gamble. While at Mars, O'Brien served as the director of marketing and innovation, where he pioneered consumer-led innovation initiatives to uncover consumer insights, leverage trends and inspire new business ideas. O'Brien began his marketing career at Procter & Gamble, overseeing the development, turnaround and expansion of top-tier P&G brands.