

BMG

Munich, 20. March 2006

BMG CEO, Clemens J. Joos
Tel. +49 89 722 58000

Category:
Organisation

Distribution list:
Employees of BenQ Mobile Worldwide

BMG Circular No. 19/2006

Organizational Announcement “Marketing Management Organization”

We are pleased to inform you that **Richard Leong** has been appointed as **Chief Marketing Officer (CMO)** of our BenQ Mobile Marketing Organization. He is taking over responsibility with immediate effect and will report directly to Clemens Joos & Jerry Wang.

The Marketing Organization will be a complementary partner to Category Management where the two organizations share ONE GOAL of achieving profitable growth. Marketing will focus on building the brand, championing market development (profitable growth of countries) and product communications. Category Management is responsible for developing the business of the four categories through product development, portfolio and lifecycle management.

To obtain a better market intimacy & centricity the marketing organization will focus on 5 key marketing areas: Regional Marketing (partnering the Sales Organization), Brand & Marcom, Market Intelligence, Trade Marketing and Accounts Marketing & Communications:

- **Regional Marketing** will enhance strategic planning of local markets and will synchronize market strategies with category development. (Regional Marketing Heads: WE: Michael Liehr (act), EE: A. Kovacsvoelgzi, LAM: Flavio Zajac, Asia: Jessie Chen; HQ Support: Andreas Mueller)
- **Branding & Marcom** will guide markets to a more media-neutral and engagement approach to branding and communications. This new direction will enable us to achieve high impact with an efficient budget outlay. (Department Head: Nina Braun)
- **Marketing Intelligence** informs our key-decision making with insights into our core categories and segments, brand and marketing effectiveness, competitive strategies and activities, market fundamentals and trends. (Department Head: Dr. Mathias Gilothe)
- **Trade Marketing** will arm our markets with clear and potent trainings & tools to enable sell-in, sell-through and in-store sales advocacy. (Department Head: Stefan Loges)
- **Account Marketing & Communications** will build a more collaborative relationship with key global carriers and synchronizes with Regional Marketing & GAM's to ensure minimum conflicts to ensure minimum conflicts. (Department Head: Simone Schannewitzky)

Brand & Marcom, Marketing Intelligence and Regional Marketing are functionally reporting to Richard. For Richard to be able to concentrate on the Marketing in the Regions and to be close to the markets, a function Marketing Operations (MO) will be installed and we are happy to announce that **Ms Sandra Rubart** will handle this task.

MO drives optimization of roles and processes to stabilize and continuously improve the CMO organization. The Mission is to enhance CMO and further increase CMO effectiveness in HQ.

Ms Rubart will be assigned **Deputy to CMO**. In addition to the operations role, Ms Rubart will be in-charge of Account Marketing & Communications, Trade Marketing, and Performance Controlling. Ms. Rubart brings in a strong international marketing background, serving in several senior marketing positions in Singapore and India.

Please give your full support to these colleagues in their functions.

signed

Clemens Joos

signed

Jerry Wang

Attachment: [BMG Global Marketing Organization](#)