



Arthur Wei
Vice President & Chief Marketing Officer
Lenovo China

Arthur Wei has overall responsibility for Lenovo's integrated marketing and brand communications in China. He joined the group in 2007 as Vice President of Strategy and Business Operations for Greater China, with concurrent responsibilities for communication and coordination between Lenovo Greater China and other Lenovo divisions worldwide, as well as internationalising its management system, team skills and culture. He also oversaw Lenovo's business in Russia and Commonwealth of Independent States (CIS) countries, and its expansion in Taiwan and Hong Kong. He took charge of Lenovo's server and digital peripheral business in 2008, and since 2009 he has focused on its business in emerging markets, Russia and the CIS.

Previously, Wei joined HP China as Affiliate Business Manager in 1996, and became General Manager of Integrated Circuit Business Division in 1997. He was appointed Global Sales Manager of HP Solution Products and Consulting Services in 2001, and HP Global Partner Alliance Manager for Telecommunications in 2002. He became HP's Brand Director General Manager of North China in 2005. He holds a MBA from Leavey School of Business, Santa Clara University.