



W E Y



GWM ORA

Johnson Qiang

Executive Vice President of Europe Market of Great Wall Motor Co., Ltd.

Johnson Qiang has been Executive Vice President of Great Wall Motor Co., Ltd. Europe since 2020. He is responsible for the European business of the WEY brand.

Career

Johnson Qiang has years of experience in management and operations. Prior to joining Great Wall Motor (GWM), he worked for Huawei for ten years at their subsidiaries outside China. There, he held the position of Business Manager of Sales, among others.

From 2011 to 2018, Johnson was COO of Huawei France and Huawei Germany. During this time, he was responsible for executing internal management reform projects and designing and implementing the company's digital transformation. He also coordinated Chinese with foreign work habits and procedures and established an international corporate culture. As a result, the operational efficiency of the diversified teams improved significantly under Johnson Qiang's leadership. In 2018, the company's revenue exceeded 2 billion Renminbi (RMB) and profit increased nearly eight times year on year.

In 2018, Johnson Qiang joined Faraday Future Automotive as COO (Acting CEO), giving him responsibility for Faraday Future's entire business in China. He established a new organisational structure for smart electric car manufacturing and created a business platform for smart vehicle connectivity and user-friendly vehicle operation. He established a business structure that combines the advantages of internet-based vehicle manufacturing with the advantages of traditional automobile manufacturing.

In 2020, Johnson Qiang joined GWM as Executive Vice President in Europe.

Education

Johnson Qiang graduated from Chengdu University of Electronic Science and Technology in 2005 with a degree in computer science and technology.