

Chen Jin

China GM

Chen Jin is the general manager of the Lenovo Mobile Business Group in China, a position he has held since 2019. In this role, Chen Jin is responsible for driving the business strategy and execution for all smartphone sales, marketing and customer activities across China.

Prior to this role, Jin Chen was at Meitu Mobile as SVP where he helped the company go public in Hong Kong. Previously, he was CMO of Lenovo ZUK and built a successful brand image and led various marketing achievements.

From 2006 to 2015, Chen Jin served as Lenovo Mobile regional manager, General Manager of East China, and head of marketing for WCDMA (one of three major mobile communication standards) in China covering the public retail market and China Unicom. Through his efforts, Chen Jin helped Lenovo become the #1 local brand in China.

Chen Jin received his bachelor's degree from JiMei University. He is based in Beijing.