

TurningPoint Executive Search Places KIA America's New Director, Brand Experience

Brad Mays brings more than 25 years of communications and marketing experience to Kia

SAN DIEGO, CALIFORNIA, UNITED STATES, February 20, 2023 /EINPresswire.com/ -- [TurningPoint Executive Search](#) recently placed Brad Mays as Director, Brand Experience for KIA America. In the



Brad is a seasoned communications executive at the forefront of how brands connect with their customers. His modern, data driven approach will support the continued elevation of the KIA brand."

Raquel Gallant

role, Mays will lead all aspects of public relations and external communications including events, experiential, auto shows and strategic partnerships. [TurningPoint](#) Managing Director who led the search, [Raquel Gallant](#), said about Mays,

"Brad is a seasoned communications executive that has been at the forefront of every major shift in how brands connect with their customers. His modern, data driven approach to marketing and communications will support the continued elevation of the KIA brand and evolving focus on electrification."

Mays brings more than 25 years of communications and marketing experience to Kia. His resume includes serving as the Global Head of Communications Strategy and Insights for Nissan Motor Corporation, Global Head of Integration at Burson-Marsteller, and General Manager, Digital, for Edelman.

Sean Yoon, President and CEO of Kia North America and Kia America says, "Kia is focused on becoming a leader in sustainable mobility and Mays' experience and data-driven insights will shape our communications and marketing efforts as we further our current momentum and continue gaining U.S. market share."

Elaine Rosen
TurningPoint Executive Search
+1 7609945327

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/617614195>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.