

Southco Drives Growth in Asia Pacific with New Regional Managing Director

Written by Australian Business

HONG KONG, CHINA-- [Media OutReach](#) --17 December 2013-- -- [Southco](#) , a leading global designer and manufacturer of engineered access solutions including latches, locks, hinges, fasteners, Position Control and Electronic Access Solutions, has announced the appointment of seasoned business executive Mike Zhang as the Managing Director of Southco Asia Pacific

Based in Hong Kong -- Southco's Asia Pacific headquarters, Mr. Zhang is responsible for leading the entire Asia Pacific team to drive the company's business to the next level. Mr. Zhang reports to Brian McNeill, President and Chief Executive Officer at Southco headquartered in the United States.



Mike Zhang, Managing Director of Southco Asia Pacific

"Mike is an accomplished, all-rounded business veteran with extensive experience in both Asia Pacific and the Americas. He brings to us a wealth of industry experience and sound understanding of the region, which is instrumental in helping us better understand and drive solid connectivity with our customers in Asia," said Mr. McNeill. "This in turn will translate into greater customer satisfaction and ultimately, more profitable expansion within this fast growing region

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Asia Pacific is a fast growing region with tremendous growth opportunities for Southco, and has been an important region contributing towards Southco's global growth and successes for the last two decades. Since the company's first Asia Pacific presence in Australia in 1992, Southco's business in the region has expanded with sales and distribution, customer service and technical support centers, design, manufacturing and stocking facilities established in various locations, including Australia, China, Hong Kong, India, Japan, South Korea, Singapore, Malaysia and Taiwan. Mr. Zhang's focus is on overseeing the development of Southco's growth strategies by establishing stronger industry leadership and achieving greater customer satisfaction through leveraging Southco's innovation and engineering excellence.

"I am excited to be part of Southco. The company has a corporate culture that encourages employees to be creative in what we do and what we produce. The emphasis on customer connectivity was another major part that was very appealing to me. The team would go above and beyond to make every customer experience outstanding. I look forward to the opportunities of driving profitable growth for the company in Asia Pacific," said Mr. Zhang.

Mr. Zhang brings to Southco over 20 years of marketing and business development, product development and engineering experience in business to business industries. Prior to joining Southco, Mr. Zhang held a number of senior executive roles for leading companies including Ultracell Corporation, Cooper Industries, ITL and Tyco Electronics. His most recent position was Vice President of Asia Pacific for Carling Technologies. Mike holds a Bachelor's degree in Chemistry from Peking University; a Master's degree in Nuclear Chemical Engineering from Massachusetts Institute of Technology, and a Postgraduate studies in Marketing at the University of California, Berkeley.

Photo

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Company Logo

<http://release.media-outreach.com/release.php/Images/932>

About Southco Southco, founded in Pennsylvania USA since 1899, is a leading global provider of engineered access solutions serving more than 70,000 customers in Americas, Europe and Asia Pacific. Southco offers an extensive breadth and depth of solutions including latches, locks, captive fasteners, hinges, handles, and other accessories for applications in the marine, automotive, off-highway/construction, rail, aerospace, RV/caravan, enterprise hardware, enclosure, computer, medical, industrial machinery and HVAC industries.

Southco is strongly focused on customised engineering solutions and global support for its key customers. The company aspires to be a virtual engineering centre for its customers' engineered access solutions and is committed to providing outstanding quality and overall satisfaction. Southco's promise to its customers is to connect, create and innovate to provide the best solution for every access engineering problem. For more information, please visit www.southco.com.

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