

**FOR IMMEDIATE RELEASE****VANDERWAAL NAMED SENIOR VICE PRESIDENT,  
MARKETING, LG ELECTRONICS USA**

*Award-Winning Marketer Expands Responsibilities,  
Introduces New Brand Marketing Team*

**ENGLEWOOD CLIFFS, N.J., May 29, 2018** – Award-winning marketer and industry veteran David VanderWaal has been named Senior Vice President of Marketing, LG Electronics USA. He is responsible for overseeing advertising, consumer research, sponsorships, promotion, shopper insights and digital marketing initiatives for LG's Home Entertainment, Home Appliance and Mobile Communications business units in the United States.

After joining LG Electronics USA in 2007, VanderWaal led LG's award-winning U.S. in-store marketing initiatives for both the Home Entertainment and Home Appliance divisions for five years. Beginning in 2012, VanderWaal served as the head of U.S. brand marketing for LG's Home Appliance business with broadened responsibilities for the Home Entertainment business added in early 2014.

He was named Marketing Vice President in 2015 and his responsibilities expanded again in 2017 to encompass LG marketing in Canada. Now, in his new role as Senior Vice President, he also oversees all marketing activities for LG's U.S. Mobile Communications business. VanderWaal's three decades of industry experience includes spearheading marketing strategies for such top brands such as Sprint, Hallmark, Maytag, Jenn-Air and Amana.

In addition to leading countless award-winning LG marketing campaigns, VanderWaal was inducted into the Shopper Marketing Hall of Fame and the Point of Purchase Advertising International (POPAI) Hall of Fame. He also accepted LG's POPAI Chief Award, recognizing effective and innovative use of retail marketing in overall marketing strategies, demonstrating deep understanding of shopper behavior, and adhering to the highest business standards.

Among those reporting to VanderWaal are three seasoned brand marketing leaders with extensive industry and company experience:

**Peggy Ang** has been named Division Vice President, Brand Marketing, Mobile Communications, LG Electronics USA. She joined LG in 2016 as Head of Home Appliance Brand Marketing. Prior to LG, Ang held senior brand and marketing positions at Samsung, Coravin, Sony Electronics and Discovery Communications. She earned her master's degree from New York University and bachelor's degree from the Ateneo de Manila University in the Philippines.

**Gail Conroy** has been named Head of Home Appliance Brand Marketing, LG Electronics USA. Conroy joined the company from Sigma Group, where she served as Vice President of Strategy for home appliance clients since 2016. Her previous experience includes brand management, marketing and customer insights positions with Unilever, Samsung Electronics, Kraft Foods and IRI. She earned her bachelor's degree from Montclair State University in New Jersey.

**Michelle Fernandez** continues in her role as Head of Home Entertainment Brand Marketing for LG Electronics USA, a position she has held since 2016. She joined LG from Canon USA Inc. where she held key marketing positions for 15-plus years, leading award-winning brand, advertising, digital and event marketing campaigns, and managing multi-platform marketing communications efforts. She earned her bachelor's degree from Binghamton University in New York.

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#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. LG Electronics is a 2018 ENERGY STAR® Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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