ZTE Restructuring to Focus on Mobile, Operators

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ZTE has announced organization changes [1] that will allow the company to focus on “key strategic operations and high-growth business opportunities.” Specifically the moves will shift more attention toward mobile devices, operators and enterprise.

ZTE Mobile Devices will operate as an independent unit of the company, to be headed by Zeng Xuezhong, executive vice president of ZTE. Zeng was previously in charge of ZTE’s operations in China, according to a press release.

Pang Shengqing, senior vice president of ZTE, has been appointed as head of ZTE’s enterprise business. The company is anticipating swelling demand for cloud-computing, big data and IoE will grow its enterprise business.

Zhao Xianming, executive vice president of ZTE, has been promoted to CTO of ZTE. Zhao has been with the company since 2004.

With an eye on operators, too, ZTE plans to put a lot of its eggs in the 4G basket and push development of 4G equipment, 4G semiconductors and 4G devices.

“Telecommunications and technology are intensely competitive industries, and it is vital that we constantly renew ourselves in order to excel,” Hou Weigui, Chairman of ZTE Corporation, said in a statement.

That renewal surges ahead next week as ZTE will be announcing a bunch of new devices at CES [2]. The company is rolling out the Grand S 2—with enabled voice-recognition unlocking—along with the Nubia 5s and Nubia 5s mini. ZTE also plans to send Sonata exclusively to AT&T’s Aio Wireless prepaid outlet.

ZTE also plans to unleash at CES something called the Iconic Phablet (with a 5.7-inch display), a hotspot with a built-in projector and its first smartwatch, named “BlueWatch”, which includes fitness-tracking functionality.

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