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Stefan Ernst is the new General Manager Korea at Mackevision

Stuttgart and Seoul – 01.03.2016: Mackevision Medien Design GmbH has appointed Stefan Ernst as the General Manager of the national organisation in Korea. As the new General Manager he will advance the development of the business and the organisation in the region. Mackevision has developed into one of the world's leading providers of data-based visualisation and Computer Generated Imagery (CGI) solutions and continues to grow worldwide. The company's Korean organisation primarily supports Asian automobile manufacturers with developing digital visual worlds and experiences for sales and marketing.

"Stefan Ernst is a highly experienced brand and marketing manager and understands the importance of emotional visual worlds when addressing target groups. In addition, he is also familiar with the tasks and needs of brand managers and precisely this group represents the majority of our clients. Above all, he knows and appreciates South Korea: he has worked there for many years, possesses good connections throughout the region and feels truly at home there", explains Jens Pohl, Managing Director of Mackevision Medien Design GmbH and responsible for developing the company's international locations.

For the last four years, Stefan Ernst worked at Beiersdorf AG as a Managing Director for South Korea and Taiwan. Directly before that he served as the Vice President Marketing for the Beiersdorf parent company in Shanghai. Prior to gaining his extensive experience as a manager at German countries in Asia he worked for the company in South America – in roles such as the Marketing Director in Chile or previously as the General Manager of the corporate branch in Santa Cruz de la Sierra in Bolivia.

"I am looking forward to this role at Mackevision for two reasons: firstly, the opportunity to expand the Korean business of the German company is exactly the type of challenge that I was looking for.

Secondly, I believe that the company's visualisation solutions have vast potential. They form the basis for generating brand touch points both creatively and efficiently– off-line, online and also with a view toward virtual and augmented realities. This is exactly what marketers need today."

Mackevision Medien Design GmbH (www.mackevision.com)

Die Mackevision Medien Design GmbH numbers among the world's market leaders for Computer Generated Imagery (CGI). This includes data-supported 3D visualisation, animation and visual effects. The company designs and produces image and film material along with interactive applications with high-end quality. It also develops technological solutions for image creation and supports the entire CGI process from data preparation to the creative design to the final product. The international team supports major corporations, mid-sized companies and their agencies. Mackevision was founded in 1994. Today more than 400 employees work at the company's headquarters in Stuttgart and at its branches in Munich, Hamburg, London, Florence, Paris, Detroit, Los Angeles, New York, Beijing, Shanghai, Seoul, Tokyo and Singapore.

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