

Coolpad, the smartphone brand established by Coolpad Technologies India has announced the appointment of Fisher Yuan as its new India Chief Executive Officer. As the CEO, Fisher will be driving the mission and vision of the company while overseeing its day-to-day operations. As Coolpad further strengthens its presence in India, Fisher will create a strategic roadmap for optimum market penetration on the back of the brand's consumer-centric R&D practices.

Fisher moves to the CEO position after spending several years across leadership roles at Coolpad. He has spent three years as the Vice President for sales and supply in India wherein he spearheaded the supply chain, manufacturing, and sales functions for Coolpad India. He has also spent seven years in the Chinese market as the brand's Sales Director, managing its operator business.

The development comes on the heels of the exit of Coolpad's previous India CEO, Syed Tajuddin, earlier this year.

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