Jeff Zhang

President of Audi China

Born in China in 1979, Jeff Zhang is a Singaporean citizen. He holds a Master's degree of Engineering in Industrial Engineering from the National University of Singapore, as well as an MBA from the Kellogg School of Management at Northwestern University in the United States.

Zhang began his professional career in Singapore, working in procurement, regional service operations and management consulting. In 2012, he joined Nissan North America through the Renault-Nissan Alliance's Global Rotational Development Program. He subsequently held positions in supply chain management, vehicle program management and dealer operations in the United States. In 2016, he moved to Nissan's global headquarters in Yokohama. There he managed sales operations for China and North America and later served as Deputy General Manager of China Performance in the Office of the Chief Performance Officer.

In 2018, Zhang joined Audi China as Senior Director of Sales Strategy and Special Projects. His responsibilities included strategic cooperation with FAW on mobility and digitalization initiatives. In December 2019, he was appointed Head of the SAIC Audi Sales Division to establish the new sales organization from the ground up.

In 2021, Zhang was appointed Managing Director of Alfa Romeo in China at Stellantis, where he led a turnaround, returning the business to profitability within his first year. In July 2022, he also took on the additional role of Managing Director of DS Automobiles in China.

He joined Chery International in 2025 as Vice President and CEO of its European region, leading market expansion and the establishment of local organizations and distribution networks. In January 2026, he became CEO of the CHERY Brand, overseeing international markets and commercial operations.

Since November 1, 2026, Jeff Zhang has served as President of Audi China.