

Tele Atlas Appointed Mark Steele COO for AMEA

Tele Atlas (MA, USA) appointed Mark Steele to the newly-created position of chief operating officer, Asia, Middle East and Africa (AMEA). In this role, Steele will be responsible for all corporate, finance and business development operations throughout the region. He reports to President and COO George Fink.

"The AMEA area is a strategic one for Tele Atlas, as customer demand for digital maps grows and local navigation companies considering expansion into the U.S. and European markets look for a partner with highly accurate, up-to-date geographic content," said Fink.

Before joining Tele Atlas, Steele was the president of ITT China, responsible for all corporate functions within the country including corporate finance, business development, government and legal affairs and corporate communications. Prior to that, he was president of ITT's Asia Pacific electronic components division, with region-wide responsibility for the company's operations in Japan, Korea, China, Hong Kong, and Taiwan. Prior to joining ITT, Steele was director of marketing for Hughes Inerconnect Systems Group in California.

Steele is a member of the Board of Governors and the past Chairman of the Corporate Social Responsibility Committee of the American Chamber of Commerce in Shanghai. He holds a double major in International Business and Japanese from the University of Nebraska.

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