



Hong Jae-Eun
President & CEO
NongHyup Life Insurance

Mr. Hong Jae-Eun, the newly appointed President & CEO of Nonghyup Life Insurance, is a cooperative-based insurer who understands the structural characteristics of NongHyup Life Insurance and is considered an expert in asset management.

Since joining the National Agricultural Cooperative Federation (NACF) in 1986, Mr. Hong Jae-Eun had worked for Nonghyup Bank and Nonghyup Financial Group. He has had a long career in trust business and asset management.

He served as Head of NACF Investment Products Team from 2005 and he became Team Head of Financial Management Division in 2007.

After moving to Nonghyup Bank in 2012, he had served as Head of PE (Private Equity Fund) Division and General Manager of Funding Division.

Prior to his inauguration as President & CEO of Nonghyup Life Insurance, Mr. Hong served as Vice President in charge of the business strategy of Nonghyup Financial Group.