

A Brief Introduction to Stella Li



Senior Vice President of BYD Company Ltd.– Stella Li (Ke Li) received her Bachelor's Degree in Statistics from Fudan University in 1992. Prior to joining BYD, Ms. Li worked at Global Resources, a B2B media company which facilitates two-way trade between the PRC and World companies.

Ms. Li joined BYD in 1996 as a manager in Marketing Division. Her responsibility was to train sales team, create marketing strategy for BYD products. In 1997, Ms. Li opened BYD's first overseas office in Hong Kong, and then found the first European office in Rotterdam in 1999. In 2000, Ms. Li set up BYD North America Sales Headquarter in Chicago. Ms. Li contributed big effort in BYD business globalization. She was assigned as the Senior VP of BYD Company Limited in 2006. Ms. Li is responsible for overall BYD overseas business. Ms. Li is now the President of BYD Motor Inc. (BYD NA Headquarters).