

## Dean Evans leaves Hyundai to pursue other "career opportunities"

*Adweek* reports that Hyundai Motor America CMO Dean Evans has announced that he will be resigning in pursuit of other "career opportunities". Evans joined the car manufacturer's marketing team in 2015.

Hyundai's chief operating officer Brian Smith, a former Toyota executive, will lead the marketing team. Under Evans's lead, Hyundai's marketing department turned out memorable Super Bowl ads like 2019's "Shopper Assurance" with Jason Bateman.

Read more on [Adweek](#).

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