

## Samsung begins search for a new lobbyist in the US with ties to Trump's administration

This personnel change is linked to the anticipated departure of Mark Lippert, who has held the position since 2022. Previously, he served as the US ambassador to South Korea under President Barack Obama. Lippert's appointment occurred during Joe Biden's presidency, but now Samsung seems to be shifting its strategy toward closer ties with Republicans.

A Samsung representative declined to comment on this information, calling it speculation. Lippert has also not yet made any official statements.

As one of the largest foreign investors in the American economy, Samsung may be aiming to strengthen its position amid the changing political landscape.