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LEADING ONEPLUS EUROPE WITH INTEGRITY,
INNOVATION, AND THE NEVER SETTLE SPIRIT

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The Journey of a Visionary

When the story of OnePlus is told, it's often through the lens of innovation — technology that breaks barriers, devices that redefine performance, and a global community that lives by the brand's mantra: Never Settle. But behind the company's success in Europe stands a leader whose influence goes far beyond sales metrics — Hyman Yue, the Regional Head of Sales at OnePlus Europe.

With over 15 years of experience in the mobile technology sector, Hyman has seen the industry transform from simple connectivity to a lifestyle-defining experience. His journey reflects not just professional success but also a consistent pursuit of excellence, values, and purpose.

"Before joining OnePlus, I spent six years in the technology sector overseeing a variety of sales and channel activities," he recalls. "It was a time when I learned how to combine strategic vision with operational execution — to scale brands and forge partnerships that last."

His career with OnePlus began in 2014, when China's e-commerce landscape was exploding with potential. "Many companies were expanding globally," he says. "That's when I joined OnePlus Europe, taking charge of sales in the Nordic region." His ability to connect with partners and consumers alike soon made him an indispensable part of the leadership structure. By March 2017, Hyman had risen to Regional Head of Sales for OnePlus Europe, overseeing operations across

diverse markets.

"It's been a decade-long journey of constant learning," he reflects. "From a growing startup to a global tech leader — OnePlus has evolved, and so have I."

The Foundation of Leadership — Benfen and the OnePlus Spirit

For Hyman, leadership is about more than targets and growth curves. It's about values, and at OnePlus, those values are grounded in a concept called Benfen — a Chinese philosophy that emphasizes doing the right thing and taking responsibility with integrity.

"Benfen is about honesty — not just with our partners and customers, but with ourselves as a team," Hyman says. "It's about transparency, trust, and putting long-term relationships above short-term gain."

This cultural backbone, paired with the Never Settle mantra, shapes how Hyman leads his teams and builds relationships across Europe. "Never Settle isn't about perfection," he explains. "It's about progress — learning, adapting, and constantly pushing boundaries to deliver more value."

Under his leadership, OnePlus has expanded far beyond smartphones, building an ecosystem that includes tablets, wearables, and foldables, each designed to elevate user experience. Yet for Hyman, it's not just the products that matter — it's the connection they create. "What drew me to OnePlus was the authenticity of its relationship with the community."



It’s rare to see a brand so deeply connected with its users.”

Mastering Market Complexity

The European smartphone market is anything but uniform. With dozens of nations, carriers, and cultural nuances, it demands strategic flexibility and local insight — two qualities that define Hyman’s approach.

“While Europe is one region, it’s actually a collection of many distinct markets with unique consumer behaviors,” he explains. “My first priority is always customer centricity — understanding what each market values and tailoring our strategy accordingly.”

From tech enthusiasts in Germany to design-conscious buyers in the Nordics, OnePlus adapts its strategy to meet varied expectations. Hyman’s sales philosophy blends data intelligence with local expertise. “We analyse market data, but we also rely on on-the-ground insights from our teams and partners — that’s where the real pulse lies.”

Building strong partnerships has been the cornerstone of OnePlus’s European growth. Collaborations with carriers such as Elisa, Proximus, and Coolblue have expanded accessibility and strengthened brand reputation.

“Partnerships are about alignment — when both sides share the same values, innovation, and commitment to customer satisfaction,” he says. “That’s what drives long-term success.”

Nowhere is this more evident than in Finland, where OnePlus has dominated the market for years. “Our smartphones have been Elisa’s most sold consumer devices for four consecutive years,” he adds with pride. “That reflects the power of partnership and trust.”

Balancing Digital Reach and Real Connection

In the UK, OnePlus operates entirely through online channels — oneplus.com and Amazon UK — a strategy that comes with unique challenges.

“Our first hurdle is awareness,” Hyman explains. “Without physical stores, visibility and credibility are key.”

To bridge this gap, Hyman’s teams work hand-in-hand with marketing to build a robust digital ecosystem. From social media campaigns and influencer collaborations to user-generated reviews, every touchpoint aims to reinforce authenticity and trust.

“We rely heavily on reputation — media reviews, user feedback, and word of mouth are our best ambassadors,” he adds.

Another area of focus is seamless digital experience. “Consumers are impatient today. A few extra seconds or a

confusing step can cost a sale,” he says. “We ensure that our purchasing journey — from product page to checkout — is intuitive and smooth.”

It’s this attention to detail that transforms first-time buyers into loyal customers. Hyman calls it “earning loyalty through experience, not expectation.

Understanding Today’s Consumer

As the smartphone industry matures, Hyman is acutely aware of how consumer behavior has evolved, especially between generations.

“Gen Z buyers are trend-driven, social, and digital-first. They value innovation that speaks to them personally,” he says. “Millennials, meanwhile, are deliberate — they research, compare, and value ecosystem integration.”

At the core of OnePlus’s success is its community-building ethos. The Open Ears Forum (OEF), launched in 2017, stands as a hallmark of that relationship. “The OEF allows our users to share feedback directly with our team. It’s co-creation in action,” Hyman explains.

These forums have influenced real changes in products and features, strengthening the brand’s promise of listening to its users. Complementing this are community pop-up events, the Red Cable Club, and a vibrant online community hub. “It’s not just a customer base — it’s a family,” he says proudly.

“The connection we have with our users is what truly differentiates us,” he emphasizes. “Our community is not a marketing tool; it’s our compass.”

Leadership Across Cultures and Borders

Managing teams across different countries comes with its challenges, but Hyman sees diversity as a competitive advantage.

“Diversity isn’t a box to tick; it’s a resource for creativity,” he notes. “When people from different backgrounds collaborate, they bring unique perspectives that drive innovation.”

His leadership style is rooted in empowerment. “My role is to be a leader, not a boss,” he says. “I set clear goals and trust my team to deliver. Recognition, constructive feedback, and open communication are key.”

Hybrid work has also reshaped how teams collaborate. Hyman believes in flexibility with accountability. “People perform best when they feel trusted,” he says. “Flexibility doesn’t reduce productivity — it enhances it, when guided well.”

The result is a culture that values both autonomy and



alignment — one that thrives on communication, empathy, and shared vision.

Innovation, AI, and the Future of Tech

Hyman’s enthusiasm for technology is palpable, and nothing excites him more than the potential of artificial intelligence in reshaping the smartphone experience.

“It’s incredible to think that smartphones didn’t exist just two decades ago,” he says. “The next leap will be powered by AI — not as a buzzword, but as a practical, human-centric tool.”

In May 2025, OnePlus unveiled its AI strategy, introducing the Plus Key — an intelligent, touch-sensitive evolution of the brand’s iconic alert slider — alongside OnePlus Mind Space, designed to enhance focus and productivity. The launch of OxygenOS 16 further reinforced this vision, with a full suite of AI capabilities supporting tasks like writing, scanning, recording, and file management.

“Our goal is to integrate AI naturally into daily life,” Hyman explains. “Not to overwhelm, but to assist — to make technology feel like an intuitive extension of you.”

This forward-thinking strategy builds on the company’s legacy of accessibility and innovation. Since introducing the OnePlus Nord series in 2020, the brand has stayed true to its mission: to make great technology available to everyone.

“We don’t want to dominate the market,” Hyman says. “We want to deliver the best technology experience possible, at a fair price.”

The Man Beyond the Brand

Beyond boardrooms and market strategies, Hyman is a family man who believes in balance and gratitude.

“Spending quality time with my family keeps me grounded,” he shares. “Traveling together and experiencing new cultures keeps me open-minded and humble.”

He’s currently learning his third language — a testament to his belief in continuous growth. “Languages open doors,” he smiles. “They teach you to listen before you speak — a skill every leader should master.”

Despite his success, Hyman remains modest about his achievements. “My family has made countless sacrifices so I can do what I love,” he admits. “Their support reminds me every day that success is never a solo journey.”

Asked about his legacy, he offers a quiet but powerful reflection:

“I’d like to be remembered as a leader who stayed true to his values — leading with honesty, integrity, and heart, while helping others grow along the way.”

Editor’s Note

Hyman Yue represents the essence of leadership in the digital age — grounded in integrity, inspired by innovation, and strengthened by empathy. His journey with OnePlus is more than a corporate success story; it’s a testament to the power of values in an era driven by speed and change.

As the world moves toward AI, connectivity, and global integration, leaders like Hyman remind us that progress, when guided by purpose, creates more than products — it creates trust, impact, and legacy.