

## CPSC Meeting Log: Commissioner Boyle Meeting with Samsung, Inc.

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<b>CPSC Attendees</b>	Commissioner Mary Boyle Eva Caldera Alison Council
<b>Date of Meeting</b>	October 18, 2022
<b>Date of Log Creation</b>	November 1, 2022
<b>Log Creator</b>	Eva Caldera

<b>ATTENDEES</b>	<b>AFFILIATION</b>
KS Choi	Samsung
John Godfrey	Samsung
JinWook Heo	Samsung
Rehan Ehsan	Samsung

### MEETING NOTES:

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Participants discussed: Introduction to and brief overview of Samsung safety initiatives and efforts related to CPSC.



Samsung Attendees: KS Choi, John Godfrey, Rehan Ehsan

Short bios of attendees are provided below.

- I. Introductions
- II. Collaboration with CPSC
  - a. ASTM Connected Product Standard
  - b. Samsung meeting with CPSC technical staff
  - c. Participation in standards activities
- III. Successes
  - a. Elimination of Button/Coin Cell Batteries in Remotes
  - b. Counterfeit Products
- IV. Further Collaboration with CPSC
  - a. Continue to engage with technical staff on emerging technology and issues
  - b. Provide leadership on standards work and share technical expertise related to emerging technologies such as AI/ML and connected products

**KS Choi**

KS Choi is the President and CEO of Samsung Electronics North America, responsible for driving growth in the region and ensuring that Samsung Electronics' innovations continue to shape and lead North American markets. KS has more than three decades of experience at Samsung Electronics. He first joined the company in 1988, working in the integrated circuit R&D department.

Prior to joining the North American Executive team, KS was the head of Samsung Electronics Global Sales and Marketing for the Mobile Communications Business.

**John Godfrey**

John Godfrey is Senior Vice President of Public Policy for Samsung Electronics America, a U.S. subsidiary of Samsung Electronics Co. headquartered in South Korea. Based in Washington, D.C., he leads Samsung's public policy team in engagement with government and industry, focusing on communications policy, digital television, wireless spectrum, health care, environment, broadband, cybersecurity, privacy and other areas.

Prior to joining Samsung in 2006, Godfrey was vice president of government affairs for Pioneer North America; and previously, he was director of government affairs for Sony Electronics.

**Rehan Ehsan**

Rehan Ehsan is a Senior Manager of Public Policy at Samsung. He is responsible for guiding Samsung's U.S. strategy on product safety, privacy, and consumer protection. Rehan has worked on advancing product safety by serving on several standards technical panels and voluntary safety standard committees for multiple industries.

Prior to joining Samsung, Rehan was Senior Director of Standards and Technology for the Consumer Technology Association where he worked to address TV tip-overs. Before that, he served as a Regulatory Engineer for the Association of Home Appliance Manufacturers.