

2026 Page Spring Seminar



Trevor C. Hale
**Vice President of Global Public
Relations and Communications,
Hyundai Motor Company**

Trevor Hale is a family man, explorer, and storyteller who brings small-town values and a global perspective to corporate communications. As Vice President of Global Public Relations and Communications for Hyundai Motor Company, based in Southern California, he serves on CEO José Muñoz's leadership team, directing worldwide communications strategy for Hyundai and Genesis during a

transformative period, navigating complex geopolitical challenges around trade, localization, and supply chain resilience.

Having led communications for Mercedes-Benz, Ford, and INFINITI across six continents, including 11 years in Mainland China, Trevor has helped steer companies through transformation and crises. He previously led global communications for INFINITI Motors in Hong Kong, directing a blended in-house and agency team through significant organizational change.

Trevor serves as an officer for The Explorers Club, a 120-year-old New York-based organization dedicated to science and exploration. A member since 2017, he conceived award-winning experiential programs, including expeditions following the footsteps of T.E. Lawrence in Jordan and Roy Chapman Andrews in the Gobi, bringing historical exploration narratives to life through immersive storytelling. He has traveled to more than 80 countries, including North Korea.



Together with his wife Michelle, Trevor founded Hale Global Communications, specializing in strategic counsel for C-suite leaders as well as mobility, AI, technology, and sustainability clients. A finalist for PR Week's Global In-House Professional of the Year (2020) and Top PR Executive in Asia Pacific, he served as international delegate-at-large for PRSA and is a member of the Page Society.

Trevor began his career as a journalist at a small daily newspaper in Alabama, roots that still inform his approach to authentic storytelling. He holds a bachelor's degree in public relations from the University of Alabama at Birmingham, where he served as national vice president of PRSSA and has been named a distinguished alumnus.

He is married to Michelle Hale and has three sons.