



Current ECLP Rotation: Regional Marketing Manager

Provide marketing support to the Americas sales leadership team in developing market dynamics, competitive analysis and customer prioritization. In addition the role includes developing a commercialization strategy across the Aviation product portfolio for a specific customer base.

Vikesh G.
Class of 2012

Business: GE Aviation
Pole: US

First ECLP Rotation: Marketing and Product Manager

- Served as the product manager of a newly developed product. The rotation consisted of developing a value story and deriving innovative pricing strategy based on current market dynamics. The role also involved internal and external selling of the new commercial model.

Commercial Excellence Project: Segmentation

- Developed of a needs-based segmentation of a specific customer base to identify their CTQs and created a commercial toolkit to equip the sales team during their campaign strategies.

SWAT Project: Services Strategy

- The project supported the strategic marketing initiative to drive services and software growth across GE. The project involved working with a cross-business corporate team to develop a framework to define value proposition for service offerings.

Education:

- MBA, Krannert School of Management, Purdue University, 2010
- BSc Electrical Engineering, Purdue University, 2004

Prior Work Experience:

- CMK Drug Channel Intern, P&G, 2009
- Senior systems Engineer, Sensis Corporation, 2004-2008

Career Interests:

- Short Term: Develop gold standard marketing tools and skill sets
- Long Term: Develop skill sets and experience for a general management position

One thing that you want to try, but know you never will:

- Bungee Jumping