

Experienced Commercial Leadership Program

School name or logo

[Presenter 1, title]

GE Business

MBA Class, ECLP Class

[Presenter 2, title]

GE Business

MBA Class, ECLP Class

*Launched in 2002 by Jeffrey Immelt, with over 500 alumni located globally,
ECLP is one of the world's premier leadership rotational programs*



imagination at work



ECLP on the Web

<http://eclpblog.com>

GE Experienced Commercial Leadership Program

A look behind the scenes ...
in our own words

eclpblog.com



GE offers opportunities and exposure that no one else can



GE around the world



- Growing in key markets
- Manufacturing facilities in 40+ countries
- Operations in 100+ countries

Our reputation

- **World's Most Admired Companies**
Fortune, 2011
- **Most Innovative Company**
Fast Company, 2011
- **Most Ethical Company**
Ethisphere, 2011

- **Best Companies for Leaders**
BusinessWeek, 2011



- **Best Rotational Program for MBAs**
Universum, 2010

- **Best Rotational Program for Undergrads**
Universum, 2010

What is ECLP?

Value of the ECLP program

The GE Experienced Commercial Leadership Program (ECLP) is the premier development opportunity for GE's future sales and marketing leaders

At GE we grow leaders. We grow businesses, brands and lead industries. We grow with sustainability and responsibility. But every successful company needs a strong foundation, talented people who believe in making the world a better place.



Value of the ECLP program

Why choose ECLP?

- **Exposure:** Work closely with senior executives on their top-priority business initiatives
- **Impact:** Apply skills and gain leadership perspective through challenging, high-impact assignments
- **Training:** Learn sales strategy, marketing and leadership skills from professional trainers and GE executives alongside ECLP members from around the world



ECLP program highlights

Program overview

- 2-year rotational program
- Designed to recruit top sales and marketing talent from outside of GE
- Develop talent to be future commercial leaders within GE
- 5-8 years commercial experience + MBA
- Globally there are currently 258 ECLPs in over 10 countries
- Over 500 alumni



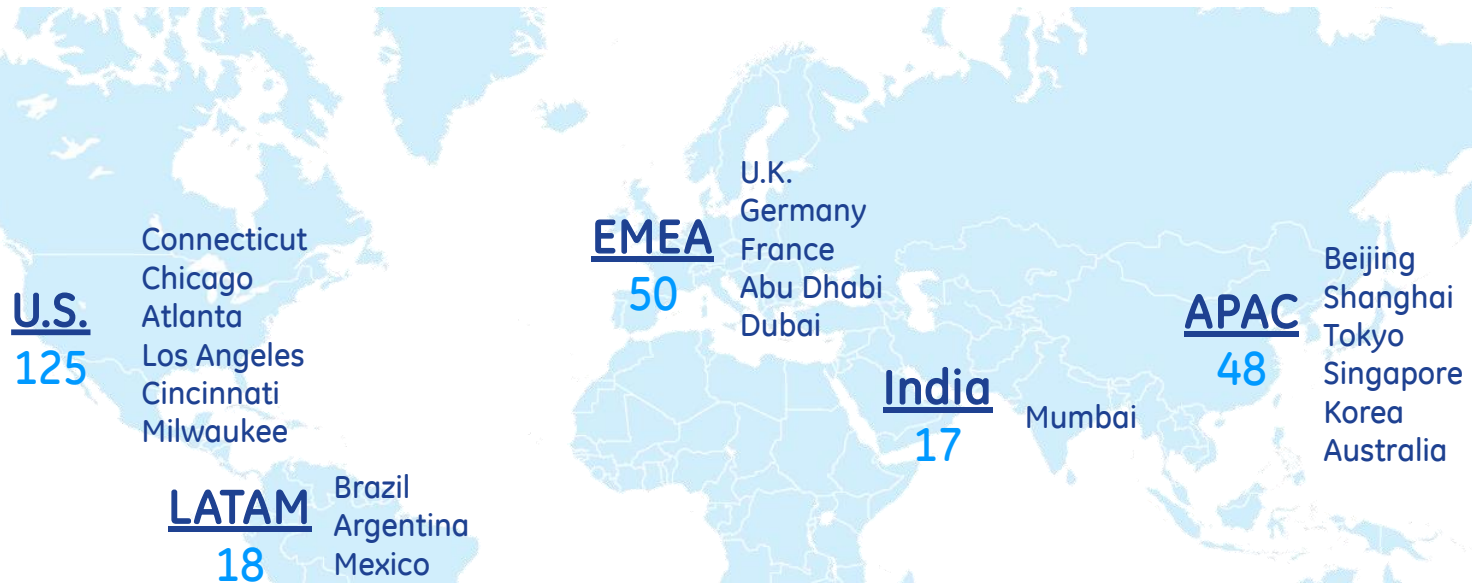
ECLP program description

Program description

- Three challenging eight-month rotations within one of GE's businesses
 - *GE Capital*
 - *GE Energy*
 - *GE Home & Business Solutions*
 - *GE Technology Infrastructure*
- All rotations are done within the same business
- ECLPs report to senior executives
- A comprehensive six-week, global training curriculum
 - Initial ECLP Academy
 - Four global ECLP training conferences
 - Training aligned to leadership development, and sales/marketing strategy
- ECLPs must complete two Commercial Excellence Projects while on program



ECLP snapshot



Current ECLPs by region and business

Business	U.S.	APAC	EMEA	India	LATAM	Total
Aviation	12	3	2	1	1	19
Capital	62	13	15	4	4	98
Enterprise	20	7	10	0	2	39
Energy	8	6	8	3	6	31
H&BS	3	3	0	1	0	7
Healthcare	9	7	6	4	2	28
Oil & Gas	1	3	5	2	1	12
Water	4	2	3	1	1	11
Transportation	6	4	1	1	1	13
Total	125	48	50	17	18	258

ECLP program structure

ECLP structure



- ECLP Academy
- ECLP Conferences and trainings
- Commercial Excellence Projects

ECLPs in Businesses...

GE Capital at a glance

\$47.0B revenues,
\$3.3B profit

GE Capital is one of the world's largest providers of financing helping meet the financing needs for customers in more than 50 countries around the globe.

GE Capital snapshot



ECLPs in GE Capital

ECLPs in Capital do rotations in both *Marketing* and *Sales* as well as Business Development and Risk. Rotations are done only within home/hired country.

ECLP stats

Class 2012

- 46 ECLPs in 9 countries
 - 30 in U.S.
 - 16 international

Class 2013

- 52 ECLPs
 - 32 in U.S.
 - 20 international

Common U.S. locations

Atlanta, GA
Chicago, IL
Irving, TX
Los Angeles, CA
New York, NY
Norwalk, CT

Int'l locations

Australia
China
Germany
U.K.

Business to do rotations in

- Aviation Services
- Capital Headquarters
- Commercial Finance
- Commercial Distribution Finance
- Consumer Finance
- Energy Financial Services
- Equipment Finance
- Real Estate
- Sponsor Finance



GE Energy Infrastructure

\$37.5B revenues, \$7.3B profit

GE Energy Infrastructure provides a broad range of solutions that power the industry worldwide. From gas and steam turbines, to drilling equipment and water-processing systems, our technologies work together to improve performance and reduce costs.

Oil & Gas



Turbines



Transmission and Distribution



Wind



Water Processing



Solar Power



ECLPs in GE Energy

ECLPs in Energy do the majority of their rotations in *Marketing*. Rotations can be done outside the home/hired country.

ECLP stats

Class of 2012

- 10 ECLPs
 - US: 3
 - Intl: 7

Class of 2013

- 21 ECLPs
 - US: 5
 - Intl: 16

Business to do rotations in

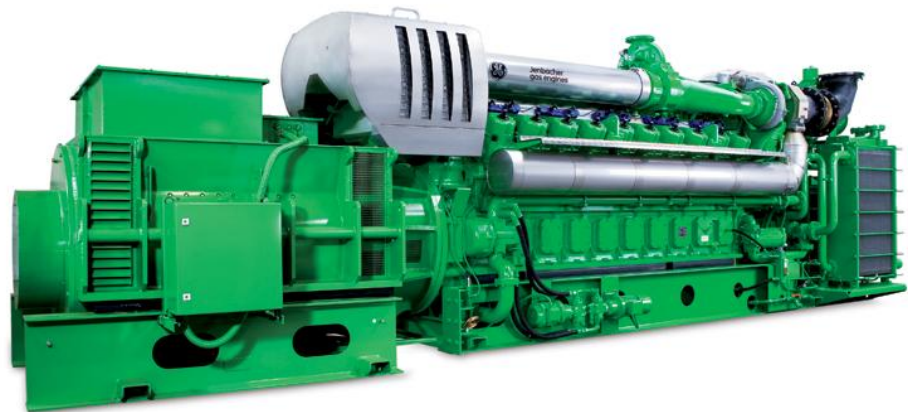
- Renewables
- Thermal
- Power Gen Services
- Digital Energy
- Measurement & Control Solutions
- Industrial Solutions

Common U.S. locations

Atlanta, GE
Schenectady, NY

Int'l locations

UK
India
UAE
EU



ECLPs in Oil & Gas

ECLPs in Oil & Gas do rotations in both *Marketing* and *Sales*. Rotations can be done outside of hired country.

ECLP stats

Class of 2012

- 6 ECLPs
 - US: 0
 - Intl: 6

Class of 2013

- 6 ECLPs
 - US: 1
 - Intl: 5

Common U.S.
locations
Houston, TX

Int'l locations
Italy
UK
Russia
Brazil
China

Business to do rotations in

- Turbomachinery
- Global Services
- Drilling and Production
- Flowline
- Measurement & Controls
- Well Services
- Pipeline Inspection, etc.



ECLPs in Water

ECLPs in Water do rotations in *Marketing, Sales, and Product Management*. Rotations can be done outside of hired country.

ECLP stats

Class of 2012

- 6 ECLPs
 - US: 2
 - Intl: 4

Class of 2013

- 5 ECLPs
 - US: 2
 - Intl: 3

Business to do rotations in

- Strategic Marketing
- Product Management
- Product Marketing
- Sales
- Training and Development
- Business Development
- Regulatory

Common U.S.
locations
Treviso, PA

Int'l locations
Italy



GE Technology Infrastructure

\$37.8B revenues, \$6.3B profit

GE Technology Infrastructure is transforming the world. In healthcare, we help our partners diagnose, treat, and monitor disease earlier than ever. In the air and on the ground, we keep the world running smoothly with imaginative solutions that improve lives.

Aviation



Healthcare



Transportation

ECLPs in Healthcare

ECLPs in Healthcare only do *Marketing* rotations. Rotations can be done outside the home/hired country* (*Only Non-US ECLP's).

ECLP stats

Class of 2012

- 15 ECLPs
 - US: 6
 - Intl: 9

Class of 2013

- 13 ECLPs
 - US: 3
 - Intl: 10

Businesses to do rotations in

- Healthcare Systems
- Life Sciences
- Molecular Diagnostics
- Healthcare IT
- Surgery and Performance Solutions

Common U.S. locations

Milwaukee, WI
Princeton, NJ
Boston, MA
Barrington, IL

Int'l locations

France
UK



ECLPs in Aviation

ECLPs in Aviation do rotations in *Marketing, Sales*, Product Management, and Customer/Product Support.

ECLP stats

Class of 2012

- 8 ECLPs
 - US: 6
 - Intl: 2

Class of 2013

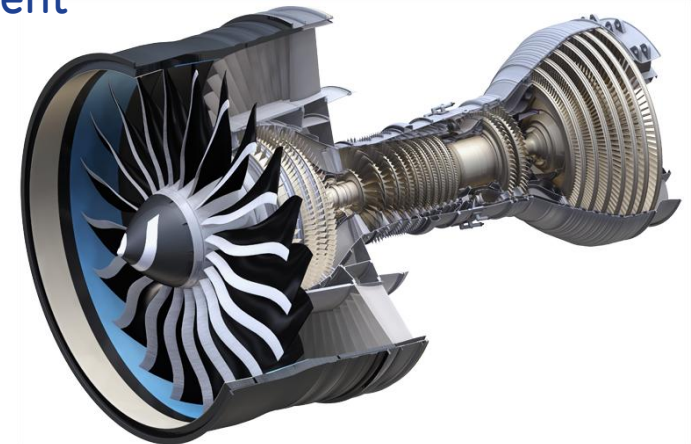
- 11 ECLPs
 - US: 6
 - Intl: 5

Common U.S.
locations
Cincinnati, OH

Int'l locations:
China

Businesses to do rotations in

- Deal Management
- Pricing or Segmentation Strategy
- New Market Development
- Product Management
- Marketing Management
- Sales Management



ECLPs in Transportation

ECLPs in Transportation do rotations in both *Marketing* and *Sales*. Rotations are done within the home/hired country.

ECLP stats

Class of 2012

- 6 ECLPs
 - US: 4
 - Intl: 2

Class of 2013

- 11 ECLPs
 - US: 2
 - Intl: 5

Businesses to do rotations in

- Global Sales
- Corporate Marketing
- Locomotive Operations
- Global Mining
- Battery
- Intelligent Control Systems

Common U.S. locations

Erie, PA

Melbourne, FL

Int'l locations:

China



GE Home & Business Solutions

\$8.6B revenues, \$0.5B profit

GE Home & Business Solutions provides a broad range of products and services throughout the world, including appliances, lighting, alarms and advanced electronics.



Advanced
Electronics



Lighting



Appliances

ECLPs in GE H&BS

ECLPs in H&BS do rotations in *Marketing, Sales*, and Product Management. Rotations are done within the home/hired country.

ECLP stats

Class of 2012

- 5 ECLPs
 - US: 2
 - Intl: 3

Class of 2013

- 2 ECLPs
 - US: 1
 - Intl: 1

Common U.S. locations

Louisville, KY
Cleveland, OH

Business to do rotations in

- Appliances
- Intelligent Platforms
- Lighting



GE Enterprise Sales

The Enterprise Programs team is focused on working with GE customers and prospects to represent the cross-GE portfolio of products and services.

Universities



Cities



Airports



Hospitals



Ports



Food/Bev



Selling Solutions



Power Generation



Energy Efficiency



Smart Grid



Water Management



Healthcare

ECLPs in Enterprise

ECLPs in Enterprise do rotations in *Sales*. Rotations are done within the home/hired country.

ECLP stats

Class of 2012

- 5 ECLPs
 - US: 5
 - Intl: 0

Class of 2013

- 13 ECLPs
 - US: 13
 - Intl: 0

Common U.S. locations

Chicago
San Francisco
Washington DC

Int'l locations:

China
UK

Enterprise Industries:

- Cities
- Landfills/WWTP
- Developers
- Universities
- DOD
- Food/Bev/Ag
- Industrial
- Ports
- Airports
- Hospitals



Life after ECLP?

What ECLP does for you

Impact

Rotations build a strong functional skill set and broad perspective

+

Exposure

Creates a strong network of senior leaders and ECLP alumni

+

Training

Training enhances leadership potential

=

ECLP will position you to accelerate your career within the company

What to expect off program

Post ECLP roles are determined by business opportunity, ECLP background and skills, and most importantly, *performance*.



Setting expectations:

- First off-program roles set the tone for your trajectory
- ECLP will not put you in the C-suite directly off program

ECLP is the opportunity...the rest is up to you

ECLP on the Web

<http://eclpblog.com>

GE Experienced Commercial Leadership Program

A look behind the scenes ...
in our own words

<http://eclpblog.com>



Want to be an ECLP? For more information on the formal recruiting process, please visit the official [GE Leadership Development Program recruiting page](#). For more general information on careers at GE, please visit the [GE Career Opportunity page](#).





imagination at work