



## Current ECLP Rotation: Market Development Manager

Develop in-depth, country specific marketing strategy for GE Lighting in Asia. Efforts while on rotation lead the Lighting team to create a global E-Catalog that remained consistent across all geographic poles, but allowed for local customization as necessary.

**Winter G.**  
Class of 2012

Business: GE Lighting  
Pole: China

### First ECLP Rotation: GE Lighting, Market Development Manager

- Utilized and applied GE's "Go To Market" gold standard tools on the LED financing market. Created a recommended business model and commercialization process for the sales team and the first pilot of the EMC project.

### Commercial Excellence Project: Global product catalog

- GE Lighting's product was inconsistent across different global locations. Employees and customers had to navigate through various forms of commercial product communications. The project created a global E-Catalog that was consistent across geographic locations and easy to make relevant in local markets.

### Education:

- MBA, Shanghai Jiao Tong University, China 2007-2009
- BS, Electronic Information, Wuhan University of Science and Technology, China 1997-2001

### Prior Work Experience:

- Key account manager, Rosenberger, Shanghai: The leader in the Nortel fiber optical project, developed different customers in the medical, testing and automotive industries.
- Senior sales engineer, FCI, Shanghai; Developed key customers as Sanmina-SCI, Jabil, resulting in sales increase by 30% in two consecutive years.
- Project manager, Huawei, Shenyang; Led international bidding for mobile communication equipment, organized production training for customers

### Career Interests:

- Short Term: Continue developing my leadership and professional depth of the Lighting business in the ECLP program.
- Long Term: I would like to become a market team leader to leverage my leadership capacities.

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

- Travel by a time machine.