

Experienced Commercial Leadership Program

ECLP Program Manager: David Kircher
ECLP HR: Jim Ryerson



GE Aviation's ECLP members take on important roles in our commercial business, bringing experience and innovative thinking to deliver results.

Why ECLP?

Founded by Jeff Immelt in 2002, the purpose of the Experienced Commercial Leadership Program (ECLP) is to develop talented individuals with previous marketing and sales experience into commercial leaders. It takes skill and experience to be a leader who will drive growth at GE. ECLP includes three elements that will give you the opportunity to differentiate and accelerate your career.

Exposure: Work closely with senior executives on their top-priority business initiatives.

Impact: Apply your 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.

"The reason people come to work for GE is that they want to be about something that is bigger than themselves ... a company that's doing great things in the world."
— Jeff Immelt, Chairman & CEO

BASIC QUALIFICATIONS FOR U.S. AND INTERNATIONAL CANDIDATES

- Demonstrated achievement and leadership in sales and/or marketing
- Excellent communication skills and ability to embrace change
- Strong analytical skills and expertise aligned with a GE business segment
- 5-7 years commercial experience, MBA or master's
- Unrestricted work authorization in the country candidate intends to be hired
- Geographic mobility within hiring geography/country

CANDIDATES WITH UNRESTRICTED U.S. WORK AUTHORIZATION

- If GE ECLP is recruiting on your MBA campus, apply through your Career Services Office
OR
- If GE ECLP is not on campus, apply at ge.com/ECLP
- All final round interviews for U.S. candidates will be held on November 4 and 5 in Connecticut

CANDIDATES WITH WORK AUTHORIZATION OUTSIDE U.S.

- Submit resume and cover letter to ge.com/ECLP

Be a Leader Who Will Drive Growth.



Snap to watch and learn more about our eclp online or watch the video at ge.com/eclp/video

GE is an equal opportunity employer. Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas, now or in the future, for this job.
In order to satisfy requirements by the U.S. Department of Labor and the Office of Federal Contract Compliance Programs (DFCCP), you must complete GE's online application to be considered for employment.



ECLP blog website: eclpblog.com

Post ECLP roles include:

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

ECLP can position you to accelerate your career within the company – to put you in a position to lead a GE business through Sales and Marketing. Post ECLP roles are determined by business opportunity, ECLP background and skills, and most importantly, performance.

Examples of Aviation ECLP rotations:

Marketing ECLP

Jeff Wiseman, class of 2011 – myEngines™ marketing team. In his second ECLP rotation Jeff developed market strategy and the go-to-market plan for myEngines™ digital services, leveraged market segmentation data to identify key opportunities in the digital market, and worked with the marketing communications group to develop demonstration videos, myEngines™ iPhone simulators, executive level customer presentations and press releases. Jeff delivered the message directly to airline customers, supporting the official launch of myEngines™ at the 2010 Farnborough Air Show, MRO Europe and through customer visits in Europe.

Donna Gerber, class of 2008 – ClearCore™ marketing NPI team. Donna's final two ECLP rotations included Commercial Marketing NPI, where she developed the ClearCore™ Engine Wash program, and OnPoint™ Services Marketing focused on the fuel and carbon solutions products offered by GE Aviation. Leading the ClearCore™ pricing and strategy, she worked directly with airports and customers to demonstrate and prove the technology and competitive advantage in core wash. Donna later launched the fuel burn initiatives through an OnPoint™ awareness study in her next ECLP rotation. This project included a strategic acquisition and has evolved to become the new fuel and carbon solutions product.

Michael Shuey, class of 2010 – GE Aviation Systems. In Michael's fourth ECLP rotation he developed the value story for the growing Integrated Vehicle Health Monitoring (IVHM) segment of the Aviation Systems business. Through interviews with airlines and business jet operators, he assessed the competitive market, creating a detailed product, technology and investment strategy for the new product to be presented at a CEO level, creating a "Big Play" for the Growth Playbook. Through his work as an ECLP, IVHM is being leveraged into customer pilot programs in the commercial airline space.

Customer Support ECLP

Tim McKee, class of 2010 – CSM. In Tim's ECLP rotation as a CSM, he supported retrofit activities at Qatar Airlines related to CF6 and GE90 engines. In addition to direct interface with Qatar Airlines, responsible for customer satisfaction and resolution of technical issues, Tim developed strategy for GE and customer spare engines. Using fleet management tools and working with key customers, Tim created spare engines solutions for customer fleets. His work as an ECLP added functionality to track engine sales across all engine lines and customers through spare engine scorecards.

Business Development ECLP

Jeff Hartman, class of 2010 -BD. While on his ECLP rotation in the BD group, Jeff supported the divestiture of Times Microwave and guided a cross-functional management team to structure a deal process carving out assets and employees from an ongoing business. His work ensured compliance with standard practices and requirements, and protection of GE and employees' interests. Jeff assisted in initial assessments of several possible acquisition targets, supporting the GE BD due diligence processes, presentation of business summary and go forward strategy scenarios to the Aviation senior management team.

SWAT ECLP

Russ Vehorn, class of 2010 - Government Sales. As an ECLP, Russ worked in new market development with Ohio government, bringing new focus on government sales of non-Aviation GE products. His team's charter was to approach the Government as a customer and build this market space for GE. In his ECLP role, he established and built relationships with key contacts, discussed the entire GE portfolio at a high level, identified and created sales leads, and introduced key contacts to the appropriate product specialists at GE.