

Energy quick facts:

- The Energy ECLP program is broken up roughly 25% US and 75% non-US in terms of the demographics that they've hired over the last 2 years. That's a shift compared to previous years.
- The majority of Energy ECLP rotations are doing marketing rotations as opposed to sales rotations.
- The marketing rotations can be broken into 3 types of categories:
 - Product Marketing – working with a specific business/product line to do marketing strategy/commercialization for a product launch (i.e. short term outlooks).
 - Strategic Marketing –white space analysis on new markets that GE doesn't currently conduct business (i.e. looking 3+ years out). Competitive assessment at a headquarters level would also be included here.
 - Regional Marketing – market assessment of potentially multiple businesses/products, but with a focus on a specific region, most likely outside of the US
- ECLP rotations can pretty much fall within all the Energy businesses; the Renewables business, Thermal business, Power Gen Services business, Digital Energy, Measurement & Control Solutions, Industrial Solutions, etc.
- The primary US locations are Schenectady, NY and Atlanta, GA.