






GE Water Snapshot: \$2.2B Revenues

- HQ: Trevose, Pennsylvania
- 7,900 employees
- 130 countries
- 50,000 customers
- 50 global manufacturing sites

Chemical & Monitoring Solutions (CMS)

Water Services	Chemical Process	Industrial Process
		
Analytical and Monitoring Solutions		
		

Engineered Systems (ES)

UF/MBR/ABMet	
RO/ED	
Thermal/ZLD	
Mobile/BOO	
Filters & Membranes	

ECLPs in GE Water

ECLP Stats

- **Class 2011: 5 ECLP's**
Off Program positions include:
 - Sales (3)
 - Business Development (1)
 - Regulatory (1)
- **Class 2012: 6 ECLP's**
 - US (2)
 - EMEA (2)
 - LA (1)
 - APAC (1)
- **Class 2013: 5 ECLP's**
 - US (2)
 - APAC (2)
 - EMEA (1)

Business to do rotations in

Strategic Marketing

Product Management

Product Marketing

Sales

Training and Development

Business Development

Regulatory

ECLPs in GE Water

Just a little Background

- The Water side has three main verticals – Marketing, Sales, and Product Management.
- ECLP's are encouraged to take roles in the areas they may have gaps. We do not need to decide which path to follow at the beginning of the program.
- Our third rotation, however, should align with our off program job.
- Most rotations are located within the pole they were hired – 2012, 2 ECLP's were able to come for one rotation and for 3 months to the US from LATM and EMEA, respectively. Moves are reviewed on a case to case basis and must have a meaningful business impact
- Water is divided into CMS & ES (review first slide)

• Class 2012: 6 ECLP's

- US (2)
 - Product Line Marketing – Filters & Membranes
 - CRM Implementation – Salesforce.com / Compass
- EMEA (2)
 - Market Analysis
 - Ecoimagination Treasure Hunt Initiative
- LATM (1)
 - Strategic Marketing - Expl & Prod.
- APAC (1)
 - Development of the Distillery Market for an integrated Water and Power solution

• Class 2013: 5 ECLP's

- US (2)
 - Training & Dev. – Sales Force Effectiveness
 - Digital – Marketing the Online store
- APAC (2)
- EMEA (1)

