

Platform	Location	Type	Description
Water	North America	Marketing	ECLP will be responsible for territory alignment for new sales team, eCommerce platform with social component, Sales and Customer interaction around solutions, Pricing/Costing configurator for a unique product offering, and merged with proposal generation tool
Water	North America	Marketing	GE Water ramped up its portfolio by acquiring many companies in the equipment and chemical side of water industry. As such, it by default inherited various online web sites from these heritage companies. With the need to integrate all the sites the commercial team is launching Knowledge Central. The ECLP will to do three things with relation to Knowledge Central: 1. Conduct a usage, attitude and image review (market research) on current digital offerings of GE water 2. Develop recommendations for future enhancements of the proposed Knowledge Central and the GE Water online store. 3. Train and launch Knowledge Central to the entire distributor.
GE Water	SE Asia	Marketing	Investigation of the Mine Drainage market in Australia, Peru, Chile and South Africa under the overlay of pending environmental discharge regulations that are coming into force in the subject geographies. Scope to include customer segmentation (need and attitude based) with go to market strategy for the top 10 deals to be developed after ranking the existing/known opportunities.