



Mark Norbom
President and CEO
GE Greater China



Mark Norbom began his career at General Electric in 1980 and during the following twenty-three years with GE served in a number of senior management positions in the US and in Asia. Mark's extensive experience with GE in Asia included being head of GE Capital Taiwan, Country President of GE Capital Indonesia, CEO of GE Capital Thailand and National Executive for GE Thailand, and President and CEO for GE Japan with oversight responsibility for all of GE's activities in Japan.

In late 2003, Mark left GE to join Prudential plc where he was Chief Executive of Prudential's business interests across the Asian region. Mark oversaw Prudential's extensive network of 23 life insurance, general insurance, retail mutual funds and institutional asset management operations across 13 countries in Asia: China, India, Taiwan, Hong Kong, Singapore, Malaysia, Korea, Japan, Vietnam, Indonesia, the Philippines, Thailand and the UAE. Mark was also Executive Director of the Prudential plc Board as well as a member of its Group Executive Committee.

In January of 2007, Mark joined Cerberus Capital Management to head up the Asia Pacific operations team and build the investment team for non-Japan Asia, particularly China and India from a newly established office in Hong Kong.

In October of 2007, Mark rejoined GE in Japan and resumed his responsibilities as President and CEO for GE Japan. In April of 2008, Mark was appointed to his current role of President and CEO, GE Greater China.

Mark was born on 20 February 1958 in Washington DC. He graduated summa cum laude from Pennsylvania State University with a Bachelor of Science degree in Honours Economics in 1980.