



GE imagination at work

Linda Boff



*Chief Marketing & Communications Officer
Vice President, Learning and Culture and President, GE Foundation
Appointed September 2019*

Boff is GE's Chief Marketing & Communications Officer, Vice President, Learning and Culture and President, GE Foundation. She oversees global marketing, corporate communications, brand, content, digital, and sponsorships, while also managing GE's learning & leadership at GE Crotonville, GE's philanthropic arm, and co-leading the GE Women's Network. Having marketing, communications, learning and philanthropy tied together opens many opportunities to expand and show GE's impact on the world.

Boff brings a strategic mindset, global perspective, and expertise in communicating with our key stakeholders. Under Boff's leadership, GE's marketing campaigns and fresh approach to media technology and content have driven strong results in global brand growth and recruitment efforts. GE has been recognized as AdWeek's hottest digital marketer and won a coveted Cannes Grand Prix Award in 2016.

Passionate about all things digital and the future of media and communications, Boff is recognized as one of today's most influential executives. She was named 2017 AdWeek Grand Brand Genius. She is a 2016 Matrix Award winner, CDO Club's 2016 US Chief Digital Officer of the Year and #5 on Business Insider's 50 Most Innovative CMOs list, among other accolades. Boff is a past Chair of The Ad Council and a member of the ANA Executive Committee and Marketing 50.

Previously, Boff was GE's executive director of global brand marketing. She also served as CMO of iVillage Properties, part of the NBC Universal. Boff joined GE in early 2004 as leader of employee marketing after 18 years of experience in marketing, advertising and communications including senior roles at Citigroup, the American Museum of Natural History and Porter Novelli.

Boff is on the Board of Dunkin' Brands Group, Inc., the parent company of Dunkin' Donuts and Baskin-Robbins, and is Executive Vice President for Partnership with Children, a NYC-based organization which provides social support to hard-to-reach school children.

Boff earned a BA in Political Science and Psychology from Union College. She and her husband live in Irvington, NY and have two children.