



**Mike Barber**  
Chief Diversity Officer  
*Appointed July 2020*

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**Michael J. Barber** is the Chief Diversity Officer for GE. In this role, Mike leads GE's inclusion and diversity strategy to drive sustainable change with an added focus on driving leadership accountability and metrics, building an inclusive culture and reinvigorating inclusion and diversity learning and mentoring.

Mike joined GE in 1981 and, prior to his role as GE CDO, he served as GE Officer and President and CEO of GE's Molecular Imaging and Computed Tomography (MICT) business. In this role, Mike and his team were responsible for driving growth and constant innovation to meet customer and business needs for these product lines (CT scanners and molecular imaging). During his tenure, the business launched an entirely new Revolution CT portfolio, game-changing Deep Learning based image reconstruction and patient positioning technology, and the world's first digital PET scanner, among others.

Additionally, Mike was the first leader for GE's strategy on global health called **healthymagination**. Its charter was to improve the quality, cost and access to care by 15% or more on a global basis. Mike and his team delivered more than 50 products targeting cost, quality and access and established key partnerships for GE in the cancer, maternal and newborn health, and emerging markets.

During his career, Mike has had a variety of roles in engineering, operations and product management. As the Manager of the Digital X-ray Detector Platform, he led a team that eliminated the need for film in X-ray procedures. Mike holds patents for novel X-ray system designs and has been directly involved with many product advances in the field of diagnostic imaging.

Mike was named a **Black Enterprise** 'Master of Innovation' in 2009, received his BS and honorary doctorate in engineering and serves as a Regent at his alma mater (Milwaukee School of Engineering). He also serves on the board of Talix Inc. and the National Action Council for Minorities in Engineering (NACME). In 2014 he was elected as a Fellow of the American Institute of Medical and Biological Engineering (AIMBE) and was named "2018 Person of the Year" by the Rotary Club of Milwaukee.

Mike is married to Jacqueline Herd-Barber who serves on several non-profit boards in Milwaukee and has two adult children.