



Charmin Tillman, Chief Marketing Officer, GE Transportation



Charmin Tillman is the Chief Marketing Officer for GE Transportation. In this role, she leads global strategic marketing for the company, which also includes driving market intelligence, strategy development, product marketing and strategic initiatives.

She previously spent eight years at GE Capital prior to joining GE Transportation. In prior roles, she served as Head of Strategy for GE Capital EMEA's commercial and retail financial services business, and as the global sales effectiveness leader and business segment marketing leader at GE Capital Real Estate.

Charmin has over 20 years of experience in marketing and growth strategy, with particular focus in the areas of marketing strategy design and execution, customer insight, sales and service delivery improvement, and customer experience management.

Charmin graduated from the University of Pennsylvania with a bachelor's degree in Economics, and received her MBA from Stanford University.