



Deia Campanelli, Chief Communications Officer, GE Transportation



Deia Campanelli is the Chief Communications Officer for GE Transportation. In this role, she leads all external communication and social media efforts to build the company's reputation and create markets, as well as leads organizational communications.

She previously served as Strategic Communications Director for GE Corporate's Business Innovations team, where she led the internal and external communications strategy for GE Vice Chair Beth Comstock, launched GE's \$1B energy startup Current, and repositioned GE's most iconic business, GE Lighting, as a digital leader within the marketplace.

Deia joined GE in 2003 as public relations manager for GE Capital. In 2007, she was appointed communications director for Healthcare Financial Services where she was responsible for leading all employee and executive communications, marketing communications and media relations activities. In 2009, she was named communications manager for GE's Global Infrastructure Services organization and in 2011 was appointed communications leader for IT, Legal and Security and Crisis Management.

Prior to GE, she has held a variety of marketing and communications roles throughout her career including communications and PR manager for US Cellular. She also served as editor of the American Association of Neurological Surgeons' socioeconomic magazine.

Deia graduated from Loyola University with a bachelor's degree in Journalism, and received her master's degree in Integrated Marketing Communications from DePaul University.