



who's who

**3** national  
sales  
conference

INFORMATION SERVICES  
MARKETING DEPARTMENT



**These Are The People  
Participating In  
ISMD's  
3rd  
National  
Sales  
Conference**





**WILLIAM L. BACKER**  
Marketing Specialist — Headquarters Sales  
Information Services Marketing Department

Bill Backer's responsibilities include planning the marketing activities for new feature releases and other sales programs associated with Mark II Network Service. Bill joined GE on the Company's Business Training Course at Bridgeport, Conn., following it with a number of years as a computer programmer and systems analyst at Appliance Park, Kentucky. He joined GE's Computer Department where he held a variety of positions in Field Sales, Product Planning, Market Research, and Marketing Administration.

Bill first became associated with time-sharing as a member of the Phoenix team that launched GE's first commercial service offering. Since then, Bill has had numerous marketing assignments including merchandizing the program library, integrating the 605 product line into our business, helping start Datanet Software Services, handling major price changes, and launching Product Release 28 last fall. At present, he is concerned with the introduction of FORTRAN IV, Product Release 29, and the Integrated Network.



**EUGENE R. BAKER**  
Legal Counsel  
Information Services Business Division

Gene Baker provides legal counsel and advice on foreign and domestic matters to all components of the Information Services Division.

Mr. Baker left private practice in 1956 to join the Federal Trade Commission, spending three years as investigator, three years as trial attorney, and three years as legal assistant to two Federal Trade Commissioners. In 1965 he joined the Hotpoint Division in Chicago. He later moved to Louisville to become Department Counsel for GE and Hotpoint components there, before joining ISD in May of 1969.



**CARYL A. BARCLAY**

Marketing Representative —  
Chicago Branch

Information Services Marketing Department

Caryl Barclay is the technical half of a two-person pre-sales and customer support marketing team in the Chicago Loop area. Although her territory is small (Caryl rides elevators instead of cars to visit customers), it has great potential, and Caryl concentrates on growing time-sharing revenue from her 35-40 customers.

Before joining General Electric in 1968, Caryl spent a year with Tyme Share's technical documentation and training group in Palo Alto.



**RICHARD D. BELDON**

Senior Marketing Representative —  
York Branch

Information Services Marketing Department

As the only person in his one-man office, Dick Beldon is responsible for all selling and technical support activity in the 30,000 square miles that make up his central Pennsylvania territory.

Before going to York two years ago, Mr. Beldon was a GE time-sharing Sales Representative in Philadelphia. Prior to that, Dick spent three years as a naval Supply Officer for the Navy's Regional Finance Center where he specialized in data processing activities.



**N. LEE BEYER**

Marketing Specialist —  
Computer Aided Design Applications

Information Services Marketing Department

As a Marketing Specialist for Computer-Aided Design applications, Lee Beyer handles merchandising activities and product planning for that market.

Lee has worked with time-sharing since 1964, using Dartmouth's system for engineering applications in fluidics, thermodynamics, mechanics, and electronics. He joined ISD in 1967 as an Operations Engineering analyst responsible for electrical, mathematical, and statistical applications. Mr. Beyer moved into the Sales Programs Unit in February, 1969, where he developed merchandising plans for the electrical engineering market until assuming his present responsibilities in the Applications Marketing and Development Operation.



**WAYMAN I. BRAXTON**

Applications Specialist —  
Numerical Control

Information Services Marketing Department

Wayman Braxton's responsibilities include updating, modifying, and maintaining the REMAPT system. This involves both the preparation of periodic patch releases and the organization of numerical control materials for quarterly program releases.

Prior to joining General Electric, Mr. Braxton was in charge of the computer-aided Ship Design Division's numerical control operation at the Naval Ship Research and Development Center. Wayman has been involved with REMAPT since shortly after joining General Electric in July 1967. He was a member of the team that checked out the system when it was released from Manufacturing Services in Schenectady, New York, and made system input/output modifications necessary to implement the macro processing capability.



**FREDERICK C. BROWN**  
Technical Service —  
MARK DELTA Operation  
Information Networks Department

Mr. Brown is a software engineer with MARK DELTA's engineering group. On temporary assignment with the Marketing group, he is responsible for providing technical assistance to the group and to MARK DELTA customers.

Mr. Brown joined General Electric in 1969. Prior to that, Fred held a programming position at Hoffman-Laroche.



**BØRGE M. CHRISTENSEN**  
Manager — Resource Operation  
Information Networks Department

Børge M. Christensen is responsible for profit and loss of RESOURCE services, including functional responsibility for RESOURCE engineering, marketing plans and programs, sales, and operations.

After varied professional experience with other firms, Mr. Christensen came to GE in 1956, to the Computer Department in 1960. There he designed and implemented the first commercial CPM system for the GE-225, directed a technoeconomic feasibility study of a large scale, commercial, time-shared, keyboard terminal access system, and managed the Phoenix and New York City IPC's.

In early 1968, Børge was assigned responsibility for GE's Mark I time-sharing service in Europe, and in November, 1969, assumed responsibility for providing managerial direction for all on-line computer services ventures outside the United State until appointment to his present position in October, 1970.



**JOSEPH A. COTE**  
Marketing Specialist —  
Data Communication Terminals Sales  
Information Services Marketing Department

Joe Cote has program responsibility for the DATANET-730 and the TERMINET-300 terminals. He also develops and administers the Terminals Logistics Program for Data Communication Terminals Sales.

Joe has been with the General Electric Company since 1953. His experience encompasses Materials Management, Program Control, Contract Administration, Operations Control and Administration.



**JOSEPH R. DOMONKOS**  
Marketing Specialist —  
Numerical Control Applications  
Information Services Marketing Department

Joe Domonkos is responsible for development of marketing strategies, merchandising, and sales programs to penetrate the numerical control market.

Joe has been deeply involved with numerical control since his first job in 1956. In that position with the Morey Machinery Company, he participated in the first commercial NC application. He has gained numerical control experience working with Bullard Company, AMF Corporation, Warner & Swasey, Ford Instruments, and General Electric. During that time, Mr. Domonkos designed and built NC controllers and developed applications for use of numerical control equipment. After joining the Department in June, 1968, Joe served as a regional NC specialist before becoming part of the headquarters staff in April, 1969.



**FELIX Y. DUPONT**  
Marketing Manager —  
MARK DELTA Operation  
Information Networks Department

In his present position, Felix Dupont is responsible for the marketing of MARK DELTA service. Along with sales programs, advertising and sales promotion, and product planning with software engineering, this includes supervision of a technical service group for assistance to sales offices and their users of MARK DELTA.

Mr. Dupont started his professional career in Switzerland. He joined GE in 1960 on R & D assignments, including implementation of time-sharing programs with the Materials and Processes Laboratory in Schenectady. He transferred to this Division in 1968, serving as a Customer Application Specialist, Sales Representative, then Sales Manager of the Boston Financial Office. He was appointed to his present position in August 1970.



**MICHAEL J. EMMI**  
Marketing Representative —  
Detroit Branch  
Information Services Marketing Department

As a Marketing Representative in the Detroit branch, Mike Emmi serves the city's suburban northwest area as well as certain selected accounts. His main marketing emphasis has been on large customers with business and data base applications.

Before joining ISMD, Mr. Emmi was with GE's Agency and Distributor Sales Operation as a merchandiser and sales training specialist. He also worked for the Company's Advertising and Sales Promotion Department in New York. Prior to that, Mike spent some time with the Mobile Oil Corporation as a marketing representative and real estate specialist.



**GEORGE J. FEENEY**  
General Manager  
Information Networks Department

George Feeney bears responsibility for the design, installation, and operation of GE's nationwide network of computer systems that provide on-line computer services to subscribers throughout the U.S.

Dr. Feeney's 20 years association with computers and management information systems includes positions as Manager of GE's Corporate Strategy Operation where he developed a computer based on-line management information system for corporated office analysis of economic developments and effects as well as Senior Staff Member of the Rand Corporation where he developed a computer based inventory control system for the U.S. Air Force. George also pioneered advanced applications of computer-based systems for industrial clients of the Stanford Research Institute.



**JOSEPH FIRETTI**  
Marketing Representative —  
Washington Commercial Branch  
Information Services Marketing Department

Concentrating on business and finance applications, Joe Firetti secures new time-sharing business and grows revenue among selected high-potential accounts in the Washington, D.C. area. He also works with engineering applications.

Joe came to General Electric as Sales Representative in 1969. Since then he has helped his office win the 1970 spring Revenue Rally twice, the fall Revenue A-Go-Go twice, and the BASIC I field test for most new orders secured. Before joining GE, Mr. Firetti represented the 3M Company, Office Products Division.



**BRIAN D. GARNICHAUD**  
Marketing Representative —  
San Gabriel Valley Branch  
Information Services Marketing Department

One-third of Southern California makes up Brian Garnichaud's territory. He is responsible for sales and support of GE time-sharing customers in that area.

Before coming to GE in 1969, Brian served as senior engineer with U.S. Steel. There, he had project management responsibility, including all coordination of that company's time-sharing usage. Prior to that, Mr. Garnichaud was a civil engineering consultant.



**NORBERT GOTTENBERG**  
Marketing Representative —  
Southern New England Branch  
Information Services Marketing Department

Bert Gottenberg is responsible for obtaining and growing time-sharing customers, with emphasis on management science and financial applications.

Bert joined the Department in April, 1969, as a time-sharing Sales Representative. He had previously held the position of Manager-Product Planning for the Wire and Cable Department in Bridgeport. Prior to that, Mr. Gottenberg participated in GE's Management Manufacturing program with assignments at the Flight Propulsion Division in Lynn, the Large Generator and Motor Department in Schenectady, the Silicon Products Department in Waterford, and the Switchgear Department in Philadelphia.



**HAROLD H. GREENBERG**  
Manager — Headquarters Sales  
Information Services Marketing Department

As Manager of Headquarters Sales, Hal Greenberg is responsible for development of sales programs to market Department products. This includes planning the promotion of new product releases, training, technical support, and sales support such as Fast-Fax and the monthly customer newsletter Leader.

In the years 1962-65, Mr. Greenberg worked for GE's information processing business, acquiring extensive experience in business data processing systems analysis and design. Involved with GE Time-Sharing Service since its beginning, Hal was the first sales/technical representative of the first commercial GE time-sharing system in Phoenix. He has also served as District Technical Specialist, ran a one-man office in Denver, managed the Denver and San Gabriel Valley branches, and was California District Manager prior to his present position.



**BEN B. GUNTER, JR.**  
Applications Consultant —  
Electrical Engineering  
Information Services Marketing Department

As the East Central District's applications consultant in electrical engineering, Ben Gunter sells and services application packages in CAD — computer aided design. He serves customers and prospects in western Pennsylvania, most of Ohio, and parts of Kentucky and West Virginia.

Prior to assuming his present position in 1970, Ben served as a Customer Application Specialist in the Cleveland office. He came to GE in 1968 after graduate studies in system engineering at Case Western Reserve University. Before that, Mr. Gunter was a dynamics engineer with Sikorsky Aircraft where he performed stability analysis of helicopter flight control systems using analog computers.



**NORMAN W. HARVEY**  
Consultant-Engineering  
Information Systems  
GE Engineering Services

In 1964 Norm Harvey joined what is now the corporate Consulting Service. Assignments with this group have been balanced between consultation with Engineering operations throughout the Company and special activities in the information systems area. He organized the Saratoga time-sharing seminars of 1966 and 1967, participated in the joint GE/Dartmouth project to develop Mark II, created the original version of Mark II COGO, and recently has been associated with three DSS Library offerings: PA 300, GEPAC-30, and FLEXIMIS.

Prior to joining the corporate Consulting Service, Mr. Harvey was Manager of Systems Design Engineering in the Information Systems Section of the Defense Systems Department. His other assignments with GE include Systems Engineer at the Advanced Electronics Center, Project Engineer for an Advanced Radar System project, and Supervisor of Advanced Information and Controls Systems Engineering.



**BOMAN IRANI**  
Structural Engineering Specialist  
Information Services Marketing Department

Boman Irani is responsible for design, development and technical support of all civil, structural, and mechanical engineering programs.

Boman joined ISD in 1967 as an operations engineering analyst, responsible for civil, mechanical, structural, and chemical engineering applications. He moved into the Applications Development Operation in February, 1969, where he developed new packages for the structural and mechanical engineering market.

Mr. Irani was instrumental in putting STRESS (Structural Engineering System Solver) on time-sharing. His primary interest is in training field personnel and customers, and the marketing of STRESS and other civil, structural, and mechanical engineering programs.



**THOMAS L. JOEHL**  
Sales Planning & Support Specialist —  
Data Communication Terminals Sales  
Information Services Marketing Department

Tom Joehl develops relationships with terminal manufacturers in order to provide a full line of selected terminals to ISMD's field sales force.

Tom joined General Electric Company in 1967 under the Technical Marketing Program. On his first assignment in Waynesboro, he worked on the terminal device now known as TERMINET-300.

From Waynesboro, Tom joined the Information Service Department as as Sales Representative in the Southern California District. In September of 1969, he became Manager of the district's customer education program. In addition to planning various customer classes and seminars, he directed "train for pay" efforts in his district. Tom also conducted various major customer studies for both the district and the Western Region. Just before assuming his present position in Bethesda, Tom spent three months as Acting Manager of the Southern California District.



**NICHOLAS KEFAL**  
Senior Sales Specialist —  
Headquarters Sales  
Information Services Marketing Department

Nick Kefal's headquarters sales functions include development of Network sales strategies as well as product and marketing plans, and participation in major customer and field sales presentations.

Prior to coming to headquarters, Nick was a successful time-sharing salesman in the Pittsburgh office for 1½ years. Before joining GE in October, 1967, he spent three years as a data processing salesman for IBM's Distribution Industries.





**FRED N. KING**  
 Manager — External Software  
 Information Services Marketing Department

Fred King's responsibilities include the Datanet Software Services and Resale businesses, as well as the purchase and sale of software.

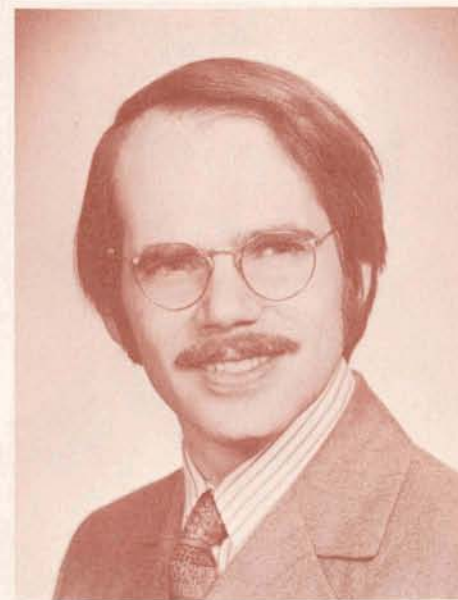
Fred first joined GE in 1958, participating in the Engineering Program and the A, B, and C Courses. He spent a number of years with the Electronics Laboratory developing ultra high-speed computer circuits and systems. Subsequently he joined Singer-General Precision Corporation's Optics Technology Center as Manager of Electronic Engineering. Returning to General Electric in 1969 as a Consulting Applications Specialist with ISD, Fred later became Manager-Electrical-Electronic Applications. He assumed his present position in 1970.



**FRANK D. KITTREDGE**  
 Manager — MARK DELTA Operation  
 Information Networks Department

Frank Kittredge carries responsibility for the business operation of MARK DELTA (previously the 605).

Prior to his present position, Frank served the Information Service Department as Manager-National Marketing, Manager-Network Project, and Manager-Utilities Applications. Mr. Kittredge's previous GE assignments go back to 1952 and include Manager-Marketing for the Distribution Protective Equipment Department, Manager-Export Sales for the Medium Steam Turbine Department, and Senior Sales Specialist for the Large Steam Turbine Department.



**HENRY R. KOEPEL**  
 Technical Service —  
 MARK DELTA Operation  
 Information Networks Department

Henry Koeppel is responsible for providing technical assistance to branch offices in the sale of MARK DELTA service. This includes technical courses, consultation in special data management applications, and workshops with users.

Mr. Koeppel joined the Division in 1967 with previous experience in EE (BSEE Fairleigh Dickinson). He has substantial experience in the design of direct access file structures for large data bases.



**SANDRA KURTZIG**  
 Marketing Specialist —  
 New Jersey/Long Island District  
 Information Services Marketing Department

As Marketing Specialist for the New Jersey/Long Island District, Sandra Kurtzig sells and supports data management applications in her area.

Sandra came to GE in March, 1968, as an Account Representative. Since then, she has been a Sales Representative and 605 District Marketing Specialist until January of this year. While marketing and technically supporting the 605 service, Sandra was responsible for signing Merck & Co. and growing their 605 revenue substantially.

Before coming to GE, Sandra was a graduate student at Stanford University where she was one of the few women to receive a MS Degree in aeronautical engineering. She has experience as a numerical analyst in TRW's Fluid Physics Department and at the UCLA computing facility.



**PAUL R. LEADLEY**  
Manager — Strategic Business  
Planning Operation

Recently named to the newly created position of Manager-Strategic Business Planning Operation, Paul Leadley assumes leadership for the Division's long-range strategic planning.

Paul helped pioneer the introduction of GE commercial time-sharing service in 1966, for two years directed the development and successful growth of GE's service business in international markets, and guided the Information Service Department to its present position of leadership.

Mr. Leadley joined GE as a member of its Business Training Course in 1947. He subsequently held various positions on the corporate audit staff, was then promoted to Manager of General and Tax accounting in GE's aerospace and defense business, and later became Manager of Finance at GE's Silicone Products Department. He served also as manager of GE's internal nationwide telecommunications and information processing operations.



**KENNETH G. MACDONALD**  
Manager — Western Region  
Information Services Marketing Department

Ken MacDonald has recently been named manager of the Department's Western Region with headquarters in Los Angeles. This appointment follows a two-year assignment in Bethesda as Manager-Field Sales Operation.

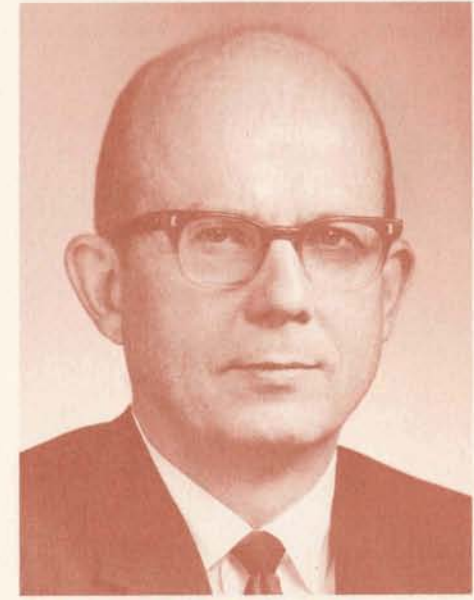
Ken started his GE career in 1946 when he joined the Company's Engineering Test Program. He was a sales engineer for the Industrial Sales Division and entered the computer field as Sales Manager-Internal Automation Operation. In 1964 he was named Manager-Market Development for the Information Processing Business Section of the Computer Department. Subsequently he became Manager of the Phoenix IPC, then Manager of the Department's Western District and Region prior to his most recent position in Bethesda.



**DINU MARTIN**  
Data Management Technical Specialist —  
Headquarters Sales  
Information Services Marketing Department

Dinu Martin provides technical support for data management applications. This includes training and consultations on data management techniques which were developed by Dinu and for which he has received a Management Award.

Mr. Martin came to the Department in 1970 to take responsibility for the development, support, and distribution of the Mark I applications library. Prior to that, he spent two years with Bull-GE as Manager of Applications. Dinu's early experience includes five years as professor of mathematics, manufacturing, and computer science at the University of Lille in France.



**EVERETT L. MCCLEARY**  
Manager — Sales Strategies  
Strategic Business Planning Operation

As a member of the Division's planning operation, Mac McCleary is responsible for identifying new sales opportunities, techniques, and programs.

Previously, Mr. McCleary has had assignments as Manager-Marketing for both the International Information Service Department and the Information Services Marketing Department. Prior to that, Mac was Manager-Industrial Automation Operation in the Numerical Equipment Control Department where he was responsible for sales of numerical control and specialized electronic control systems to the industrial manufacturing market. During his 22 years with General Electric, Mr. McCleary has held a number of management positions. He was active in the formation of the Numerical Control Society.



**ROBERT J. MCGREGOR**  
 Manager — Cleveland East Branch  
 Information Services Marketing Department

As manager of the Cleveland East sales office, Bob McGregor directs sales and service to customers in the eastern portion of Cleveland, Akron and Canton, Ohio, and in Erie, Pa.

Bob has been with General Electric for 4½ years. During that time he has gained extensive experience in selling to management, both in his present position and in earlier assignments as Manager of the Indianapolis Branch, Sales Representative, Customer Application Specialist, and Program Analyst. Before joining GE, Bob was with Addressograph-Multigraph Corporation where he held a variety of field and headquarters responsibilities. That company's Corporate Executive Operating Committee selected Mr. McGregor to modernize and automate its sales quota and sales analysis systems.



**ROBERT M. MILLER**  
 Applications Specialist —  
 Numerical Control  
 Information Services Marketing Department

As a Applications Specialist, Bob Miller is actively involved in further development of the Department's numerical control software offerings.

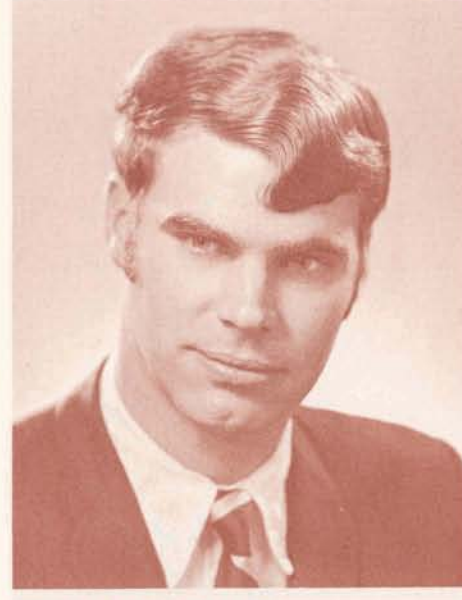
Bob's professional computer experience includes three years with the Baltimore Gas & Electric Company, where he helped develop and maintain engineering and scientific programming packages. In February, 1966, he joined GE as a Programming Analyst with the Washington Information Processing Center. Shortly thereafter, as Project Director for numerical control activities at WIPC, he developed the forerunner of the NCPPLS package.



**GERHARD O. MUELLER**  
 Manager-Applications Marketing  
 & Development Operation  
 Information Services Marketing Department

Gary Mueller directs the development and merchandizing of software related to customers' applications activity.

Gary came to General Electric in 1955 as a member of the Company's Advanced Engineering Program. Upon completion of the three-year course, he became an Analytical Engineer at GE's Knolls Atomic Power Laboratory; was sent to MIT for studies in advanced heat transfer developments; and served as a Reactor Physicist in the Nuclear Analysis Unit of Knolls' Destroyer Project, becoming a Supervising Physicist in 1960. In 1967 Mr. Mueller joined the Department as a Consulting Applications Specialist and was soon named Manager-Applications Projects until appointment to his present position in January, 1969.



**WILLIAM C. NOBLE**  
 Manager — Datanet Software Services  
 Information Services Marketing Department

Bill Noble is responsible for Datanet Software Services, a rapidly growing segment of ISMD's business.

Prior to assuming his current responsibilities in late 1970, Bill was a member of the Application Sales group. In addition to working on a number of projects — including the CMCI Automated Cost Estimating System for the construction industry, Time-Sharing GPSS, and the tax market — he also participated in 1971 applications planning activities. Prior to joining ISMD in 1969, Bill spent two years as a systems development officer (Captain, USAR) in the Pentagon with the Management Information Systems Directorate, Office of the Army Chief of Staff. Before being called to active duty in 1967, he was employed by Industrial Nucleonics Corporation as a National Accounts Specialist.



**JACK B. NOVICK**  
Marketing Representative —  
Dallas Branch  
Information Services Marketing Department

Jack Novick serves the Dalls/Ft. Worth area where he is active in seeking out and selling customers with large data base/ data management applications. He is also responsible for regular and nationwide telecommunications applications in his area.

Jack's business experience has been wide and varied. Before joining GE in 1968, he sold national advertising for a well-known New York firm, represented station WNHC in New Haven, Conn. and owned and managed his own lumber business. Earlier Mr. Novick held advertising and marketing positions with the Bohn Business Machines Company and served as assistant to the president of the Art Steel Company.



**ALLEN U. NUSS**  
Manager — Product Service  
Information Networks Department

Allen Nuss is responsible for establishing, with Engineering, the content of new product releases. He and his group also act as technical consultants for sales planning and evaluate field/customer requests for product enhancements.

Prior to assuming his present position in October, 1969, Allen was Manager-Market Development for the Information Service Department. Earlier he served as a Market Development Specialist, a Senior Customer Application Specialist in Teaneck, and a Programming Analyst at the Redstone Arsenal in Huntsville. Before coming to GE, Allen programmed for MacDonald Aircraft, prior to which he served the Bloomsburg, Pa., high school as head of its mathematics department.



**RONALD E. NUTTER**  
Marketing Representative —  
Rocky Mountain Branch  
Information Services Marketing Department

The entire states of Colorado and Wyoming make up Ron Nutter's time-sharing sales and service territory.

Ron's years of professional selling started with early positions in the oil and aerospace industries. He came to General Electric in 1965 as a member of the Technical Marketing Program through which he served at the Appliance Control Department in Morrison, Ill., and the Distribution Transformer Department in Pittsfield. Ron later moved to Schenectady where he took over administration of the Technical Marketing Program. Mr. Nutter joined the Department in 1967 and has sold GE Time-Sharing Service through the Rocky Mountain branch in Denver up to and including the present time.



**RALPH W. PEARSON**  
Manager — National Accounts  
Information Services Marketing Department

With large national customers his particular interest, Ralph Pearson is responsible for maximizing profitable revenue through a program of concentration and specialization within selected industries and government agencies.

Before joining the Department in late 1970, Ralph was Vice President of Data Processing Consulting at Econometrics. He also served as Vice President of Marketing for Remote Computing Corporation and as Marketing Manager of the Systems Programming Division for Computer Sciences Corporation. Prior to that, Mr. Pearson held a variety of responsibilities with the Burroughs Corporation, culminating with the position of Data Processing Sales Manager.



**ARTHUR E. PELTOSALO**

Vice President and  
Division General Manager  
Information Services Business Division

Since 1970, Art Peltosalo has lead the Information Services Business Division.

In 1946 Art came to General Electric as a member of the GE Test Program. He was named General Manager of Small Industrial Capaitors in 1957, of the Electronic Speciality Capacitor Product Section in 1958, and of the Insulator Department in 1962. He became General Manager of the Small Steam Turbine Department in 1965; and Manager — Marketing Consulting Service, Marketing and Public Relations Services in 1966. Mr. Peltosalo was appointed Vice President and General Manager — International Information System Division in 1968, holding that responsibility until being named to his present position.



**ZIGMUND QUASTLER**

Manager — Mark I Services Operation  
Information Services Marketing Department

Zigi Quastler is responsible for the profit and loss of Mark I services worldwide. This includes functional responsibility for Mark I engineering, marketing, operations, international market development, business planning, and the Puerto Rico Operation.

Mr. Quastler joined GE's Engineering Training Program in 1956, later transfer - ring to the Manufacturing Training Program followed by assignments at the Lynn Computation Operation and Computer Department. He came to the now Information Services Business Division in 1965 serving as Manager-Application Engineering until 1966, as Manager-Operations Engineering until 1968, as Manager-Software and Applications in International ISD until 1969, and as Manager-Marketing in Information Networks Department. Mr. Quastler's present position, initially involving responsibility for domestic Mark I Services, now has been expanded to include international licensing.



**R.A. RITTENBERRY**

Manager — Numerical Control Applications  
Information Services Marketing Department

Bob Rittenberry directs the design, development, and maintenance of numerical control time-sharing software for ISD.

Since joining GE in 1957, Bob has held NC-related positions with the Computer Department in Hunsville and Manufacturing Services in Schenectady. He developed a remote APT system used throughout GE and lead development of a remote batch operating system for the GEPAC 4020 process control computer, as well as a remote batch ADAPT system for that computer and postprocessor development activity. Mr. Rittenberry assumed his present position with the Department in August, 1969.



**ROBIN D. RUZICKA**

Systems Engineer — Applications  
Information Services Marketing Department

Robin Ruzicka's responsibilities cover development and support of library programs for business and financial applications. His specific areas of interest include forecasting, financial analysis, and investment management programs.

Robin first joined GE in March 1965 as a Senior Systems Analyst in the Washington Computer Applications Office where he directed a large statistical program system for the US Department of Agriculture. Later, he became Manager of Programming at the Washington Information Processing Center, developing customer time-sharing programs and remote batch programs.

Prior to joining GE, Mr. Ruzicka was a Systems Analyst with the Naval Command Systems Support Activity (NCSSA) and Chief Programmer at the First National Bank of Maryland.



**PAUL W. SAGE**  
General Manager  
Information Services Marketing Department

As manager of the Information Services Marketing Department, Paul Sage is presently responsible for business development and marketing of GE network time-sharing services.

He joined IBM in 1957, ultimately becoming District Manager for applied science. Paul came to General Electric in 1960 as Consulting Engineer-Computer Technology with the Missile and Space Vehicle Department where he later became Manager — Information Processing and Data Reduction. Mr. Sage then became Manager — Test Data Systems, Manager — Engineering, and in 1967 General Manager of the Mississippi Test Support Department. He then served as General Manager of the Information Services Division from 1968, and as Deputy Division General Manager since 1970 until assuming his present position.



**JAMES P. SCHUSTER**  
Marketing Representative —  
Carolinas Branch  
Information Services Marketing Department

As Marketing Representative in the Carolinas Branch, Jim Schuster serves and grows existing customers and acquires new customers. He is responsible for all types of markets in his assigned area.

Prior to joining the Department in January, 1969, Jim as a Specialist — Configuration Accounting for two years with GE's Appollo Systems Department at Cape Kennedy, Florida. Other Company experience includes 1½ years as Specialist-Data Reduction in the Mississippi Test Support Department. Prior to joining General Electric in September, 1965, Jim held the position of Engineering Assistant and Test Data Analyst — Data and Weights with General Dynamics/Convair at Cape Kennedy, Florida.



**CLARENCE C. SELIN**  
Marketing Specialist — Business &  
Finance Applications  
Information Services Marketing Department

Clarence Selin develops product plans, market strategies, and merchandizing plans for information management and analysis applications.

Clarence came to General Electric in April, 1969, as a member of the Company's Marketing Management Program. After two Program assignments within the Department, he became a permanent member of Datanet Software Services staff. Mr. Selin was active in the strategic planning and implementation of DSS procedures. He also administered and negotiated DSS contracts, including Capex, First National City Bank of New York, and GE Corporate Engineering until assuming his present position in late 1970.



**RICHARD L. SHARMAN**  
Manager — Data Communication  
Terminal Business  
Information Services Marketing Department

Dick Sharman is responsible for the Division's planning, marketing, and selling of terminal devices.

Dick started with GE in 1959 at the Advanced Electronics Center in Ithaca, New York, and six years later moved to the Electronics Laboratory in Syracuse where he held several management and engineering positions. In 1968, he left the General Electric Company to become Director of Technical Operations for the Optics Technology Center in Rockville, Md. Returning to GE in 1969, Dick has held a number of management positions in the Department including Manager of Industry Marketing and Manager of Sales Plans and Programs.



**SALLY A. SMITH**  
Specialist — Southern California District  
Information Services Marketing Department

Two large telephone companies in southern California are Sally Smith's prime time-sharing customers. She is responsible for revenue growth and technical support of these two major accounts.

Sally has been involved with GE time-sharing since its earliest days. In 1963 she worked for the Information Processing Business Section in Phoenix, forerunner of today's Department. Later Sally moved to the Computer Department where she worked with 600-line GECOS-3 and helped develop the GE-225 ALGOL compiler. Sally came back to the Department in 1968 as Manager and Account Representative of the San Gabriel Valley Branch until assuming her present position on the District staff.



**CLEMENT E. SUTTON, JR.**  
Vice President and Group Executive  
Industrial Group

Clem Sutton joined General Electric in 1935 as a Student Engineer. Following early assignments with the High Voltage Laboratory and the Transformer Division he became Manager — Marketing of Service Shops Department. Three years later he was named to a similar position in the Gas Turbine Department; then served as Manager — Special Generation Sales for the Large Steam Turbine-Generator Department.

In 1962, Mr. Sutton became Manager — Marketing of the High Voltage Switchgear Department, then General Manager of the Power Circuit Breaker Department. In January, 1966, he became General Manager of the Large Steam Turbine-Generator Department. In January, 1968, he was appointed General Manager of the Industrial & Marine Turbine Division at Lynn, and in April 1968, was named Vice President of that Division until appointed to his present position in September, 1970.



**WILLIAM C. THORNE**  
Manager — Marketing  
Information Services Marketing Department

Recently named to the position Manager-Marketing, Bill Thorne's new responsibilities include market development, communications, field sales support, and the national accounts organization functions.

Bill has had more than 20 years experience with General Electric in various engineering, industrial sales, marketing and administrative positions. His association with GE time-sharing service dates back to 1968 when he assumed responsibility for sales, service, and customer support in southeastern U.S. In 1969 his area of responsibility was expanded to include the 16 states making up the Eastern Region. He served in that position until assuming his new responsibilities in February, 1971.

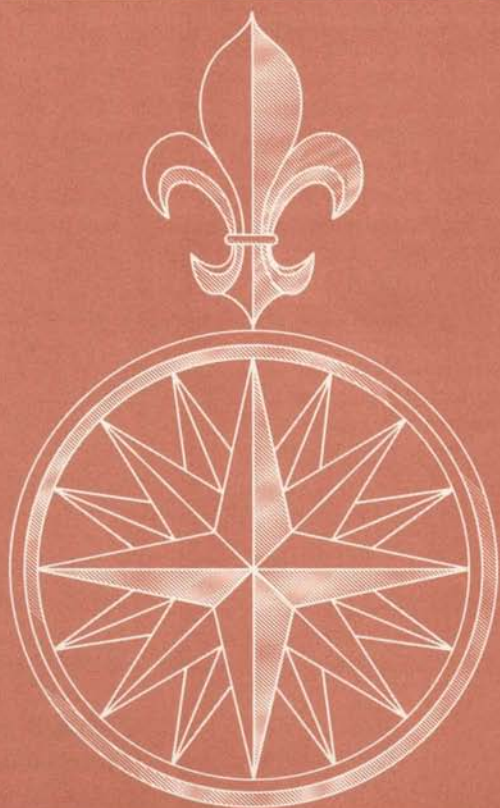


**RICHARD G. WHITEHURST**  
Manager — San Francisco Branch  
Information Services Marketing Department

Dick Whitehurst directs all time-sharing sales and support activities for the San Francisco office. Dick assumed his present position in 1970 after two years as a Sales Representative in that office.

Before joining GE in 1968, Dick was Acoustical Products Sales Manager for Kaiser Cement and Gypsum Company's northern California district. Prior to that, Mr. Whitehurst served as Company Commander of the U.S. Marine Corp Headquarters Company in Oahu, Hawaii.

**These Are The People  
Producing  
ISMD's  
3rd  
National  
Sales  
Conference**





## CONFERENCE PRODUCTION STAFF

### Conference Director:

Robert F. Richardson — Marketing Communications, Bethesda

### Assistant Conference Director:

Joanne M. Thyken — Marketing Communications, Bethesda

### Producer:

Nathaniel A. Boynton — AVCOM Programs, Schenectady

### Writers:

William F. Grimshaw — News Bureau, New York

Dennis D. Maxwell — Marketing Communications, Bethesda

Robert E. Thomas — AVCOM Programs, Schenectady

C.T. Walker — Mark I Operation, Bethesda

### Staging:

Richard F. Mattison — AVCOM Staging, Schenectady

James Medley — Marketing Communications, Bethesda

Stephen J. Osusky — AVCOM Staging, Schenectady

### Registration:

Minnie M. Ferguson — Marketing Communications, Bethesda

### Transportation

John P. Sweeney — Marketing Communications, Bethesda

### Recreation:

James H. Doyle — Headquarters Sales, Bethesda

### Financial Arrangements:

William N. Breedlove — Financial Analysis & Planning, Bethesda

### Special Arrangements:

William J. Graves — Marketing Administration, Bethesda

### Communication Center:

Janice C. Altizer — Mr. Sage's Secretary, Bethesda

Leslie A. Cook — Dr. Feeney's Secretary, Bethesda

Barbara B. Oliver — Mr. Peltosalo's Secretary, Bethesda

### Regional Coordination:

E.B. (Ed) Gorsuch — Central Region Staff

Joyce Landry — Western Region Staff

Norman W. Wilson — Eastern Region Staff

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