



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.



























