

GE Digital Energy announces new Protection & Control General Manager

Markham, Ontario

GE Digital Energy announces that Juan Macias has been named General Manager for the company's Protection & Control product line. Mr. Macias, based in Markham, Ontario, will be responsible for the growth, strategy, global operations, and new technology development for Digital Energy's Protection & Control products. The Protection & Control product line includes the Multilin brand of products and services that offer customers a broad range of innovative solutions for protecting and managing their power system assets.

"By helping to ensure safe and dependable power for our customers worldwide, our Protection & Control product line has experienced significant growth," said Larry Sollecito, President & CEO of GE Digital Energy. "Juan brings a wealth of experience and in-depth knowledge of the industry to this role. His leadership will be key as we continue our focus on delivering new and innovative solutions to solve our customers' power protection challenges. We are delighted to have Juan join the Digital Energy team."

Mr. Macias joined GE Consumer & Industrial's Electrical Distribution business in Plainville, Connecticut in 2005 where he first served as Product General Manager for Industrial Breakers and Controls. He then served as Product General Manager for Electrical Construction Products.

Before joining GE, Mr. Macias held a number of leadership roles at ABB, in the areas of Sales, Marketing, Global Product Management and General Management. He has a Bachelor of Science degree in Industrial Engineering from New Mexico State University and a MBA from Rollins College in Winter Park, Florida.