

SETH BODNAR

EDUCATION

UNIVERSITY OF OXFORD, Oxford, England, 2001-2003

*Master of Science in Economic and Social History; Master of Science in Comparative Social Policy
Rhodes Scholar*

UNITED STATES MILITARY ACADEMY, West Point, NY, 1997-2001

Bachelor of Science in Economics; graduated first in class (overall performance); class valedictorian (academics)

PROFESSIONAL EXPERIENCE

THE GENERAL ELECTRIC COMPANY

Senior Executive, Strategy and Business Transformation, GE Transportation (September 2017-Present)

Work directly with the CEO of GE Transportation – a global equipment, services, and software provider with ~\$5 billion in annual revenue – on the formulation and implementation of the business’s long-term strategy and the transformation of the organization to meet the changing needs of the freight transportation industry.

President, GE Transportation Digital Solutions and Chief Digital Officer, GE Transportation (July 2015-August 2017)

Leader of global business that provides a connected suite of software solutions driving productivity, efficiency, and enhanced service quality for the transportation industry. ~1500 employees and ~\$0.5 billion annual sales.

- Took multiple, disparate businesses from across GE Transportation and established streamlined, integrated business unit with 4 product lines and re-vamped leadership team
- Implemented rigorous operating rhythm, processes & tools; improved software on-time delivery by 47%
- Established “Principles of Excellence” to drive cultural transformation across business
- Acquired and successfully integrated two companies – one in Sri Lanka and one in Canada
- Drove significant international expansion...20+% orders growth in first year of operations
- Expanded product offerings into adjacent spaces (ports, non-GE assets); secured key launch orders
- During worst rail industry downturn in decades, grew external orders 10% in 2016; forecast of 20% external orders growth in 2017
- Asked by company’s senior leadership to present at investor meeting, to GE Board of Directors, and at Global Leadership Meeting; frequent keynote speaker at conferences globally

General Manager, Global Signaling Solutions, GE Transportation (December 2013-June 2015)

Business leader of division responsible for implementing integrated signaling and communication systems for transportation networks around the world. Active portfolio of more than 400 projects; total value of over \$1 billion.

- Implemented new project management processes and tools; introduced earned-value management metrics and cross-functional operating mechanisms to drive significantly improved project on-time delivery
- Increased contribution margin from core operations 97%; drove > \$10 million productivity gains
- Completed due diligence process and successfully managed business divestiture to Alstom
- Promoted to Senior Executive Band (less than 0.2% of company)

Executive – Product Management, Global Locomotive Operations, GE Transportation (2013)

Product management and strategy formulation for GE’s global locomotive business.

- Developed cost-effective, customer-centric product development strategy for dual-fuel locomotive
- Led strategy formulation for global locomotive business; supported successful launch of Tier 4 platform

Senior Project Manager, Office of the CEO, GE Corporate (2011-2012)

Senior financial analyst for Power & Water, Energy Management, Oil & Gas, and Aviation businesses.

- Lead staff FP&A analyst for business units with approximately ~\$80 billion in total annual revenue. Worked with business teams to track, analyze, and explain segment results. Supported development of quarterly earnings calls, analyst meetings, board of directors meetings, and regulatory filings.
- Led initiative on distributed power for GE Power business, leading to creation of new product platform.

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THE UNITED STATES ARMY

Assistant Professor of Economics, United States Military Academy at West Point (2009-2011)

- Taught undergraduate courses in economics and trained and mentored cadets in leadership development
- Conducted and published research on economic development in conflict areas.
- Senior mentor for students applying for post-graduate scholarships (Rhodes, Marshall, Truman)
- Rated by department head as the most talented officer she had worked with in 30+ years of service.

Special Assistant to the Commanding General, Multi-National Force-Iraq (2008-2009)

- Advisor to Commanding General and key author of strategic documents to convey guidance to forces in Iraq, international organizations, and US military and national security leadership.
- Commanding General evaluated performance as “brilliant” and described as “one of the most gifted and talented officers among all ranks in Multi-National Forces – Iraq” (approx. 130,000 people)

Commander, Operational Detachment Alpha 1222, 1st Special Forces Group (2006-2008)

- Completed intensive selection and qualification course; selected as honor graduate of Army’s rigorous Special Operations Underwater Operations course
- Commanded detachment of Green Berets on multiple deployments around the globe
- Selected out of 54 ODA commanders as 1st Group nominee for MacArthur Leadership Award.
- Promoted “below the zone” (one year early) to the rank of Major (limited to less than 10% of officers across the Army).

Platoon Leader and Battalion Adjutant, 101st Airborne Division (2003-2005)

- Commanded 40-man infantry rifle platoon in training and in counterinsurgency operations in Mosul, Iraq.
- Oversaw complete overhaul of personnel and administrative section of 500-person battalion.

HONORS, AWARDS, AND ACTIVITIES

Rhodes Scholar, 2001

Truman Scholar, 2000

Term Member, Council on Foreign Relations

NCAA Division I Baseball Letterman

Board member at *The Positivity Project*, a non-profit organization focused on character education

2015 “Outstanding Coach” award from GE’s Corporate Leadership Staff, GE’s premier leadership development program

Major, US Army Reserve, and visiting faculty member in Department of Social Sciences at West Point

Military Awards: US Army Green Beret, US Army Ranger, Combat Infantryman’s Badge, Combat Diver’s Badge, Parachutist Badge, Air Assault Badge, Bronze Star, Meritorious Service Medal, Army Commendation Medal, Joint Service Achievement Medal, Army Achievement Medal

Publications:

“‘Monetary Ammunition’ in a Counterinsurgency,” *Parameters*, Fall 2010

“Veterans, Citizens,” *Pittsburgh Post-Gazette*, November 8, 2008

“From Battlefield to Boardroom: Lessons in Leadership,” *Virginia Pilot*, April 9, 2017