



## Christopher White

Communications Leader at GE

Schenectady, New York (Albany, New York Area) | Public Relations and Communications

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### Christopher White's Overview

Current	<b>Communications Leader at GE</b>
Past	Communications Leader at GE Hitachi Nuclear Energy Director of Public Relations at AirTran Airways Deputy Assistant Administrator at Transportation Security Administration, Department of Homeland Security see all
Education	University of Florida
Connections	<b>500+</b> connections
Websites	Company Website

### Christopher White's Summary

I am a senior communicator with nearly 20 years' experience, half of which was with the U.S. government. My specialties include crisis comms, media relations, marketing communications, internal comms and social media.

I am fortunate to lead and have led several successful teams of communicators, including in my current role managing all aspects of communications for GE's Power Generation Products (gas and steam turbine) business. I have also led teams of communicators for GE's nuclear joint venture with Hitachi, AirTran Airways and the TSA's 45-person Office of Strategic Communications and Public Affairs.

My crisis experience includes post-Fukushima reputation management, commercial and general aviation aircraft accidents and incidents, national security threats and the U.S. government's response (including 9/11, the August 2007 liquid explosives threat) and others.

I have solid relationships with reporters and producers at the country's largest media outlets like CNN, USA Today, The Wall Street Journal, NBC's Today Show, the AP and others. I have placed front page, A-block stories in these and other publications and, as importantly, kept my clients off the front pages of these same publications.

My marketing communications background ranges from broad consumer brands to heavy industrial B to B companies. I am particularly interested in bringing comms tools to bear in the sales process and positively impacting the bottom line.

My internal comms experience ranges from standard mediums like newsletters and daily bulletins to unique, customized products. I have experience reaching a wide range of globally deployed employees at all levels of the organization from manufacturing to the executive ranks.

I have been on the forefront of social media trends for several years, launching the TSA's award-winning blog in 2008 and managing AirTran's entry into the blogosphere.

Specialties: Crisis Communications, Media Relations, Internal Communicaitons, Social Media

### Christopher White's Experience

#### Communications Leader

##### GE

Public Company; 10,001+ employees; GE; Electrical/Electronic Manufacturing industry  
March 2014 – Present (3 months) | Schenectady, NY

In my current role, I manage all aspects of communications for GE's Power Generation Products business (gas and steam turbines and associated equipment). This includes public relations, marketing communications and internal comms.

I have the privilege of leading a team of dedicated communicators as we tell one of GE's oldest and best established businesses' story to the world.

#### Communications Leader

##### GE Hitachi Nuclear Energy

Public Company; 10,001+ employees; GE; Oil & Energy industry  
September 2011 – March 2014 (2 years 7 months) | Wilmington, North Carolina Area

In this role, I had the privilege of leading a great, talented team that significantly contributed to our business' success. Some examples of the team's work includes: developing and introducing a novel enterprise iPad app to help the sales process, completely revamping our advertising strategy, launching an internal safety communications campaign and of course managing the reputational risk of the business.

#### Director of Public Relations

##### AirTran Airways

Public Company; 5001-10,000 employees; AAI; Airlines/Aviation industry  
March 2009 – September 2011 (2 years 7 months)

Served as the primary spokesperson for the eighth largest U.S. airline. Directed all public relations efforts, including PR, internal communications, investor relations and social media while managing the PR team.

Supported critical company initiatives with unique communications strategies and efforts, including managing comms around the airline's acquisition by Southwest Airlines.

**Deputy Assistant Administrator**

**Transportation Security Administration, Department of Homeland Security**

Government Agency; 10,001+ employees; Government Administration industry  
February 2005 – March 2009 (4 years 2 months)

I joined the Transportation Security Administration's (TSA) Office of Strategic Communications and Public Affairs in February 2005 and served as its Deputy Assistant Administrator for three years. In this role, along with the Assistant Administrator, I managed the 45-person department responsible for representing the agency with the news media, operating the agency's central repository for information and statistics, the Info Center and developed and implemented innovative communications campaigns to further the agency's brand awareness and acceptance by the general and traveling public. I was on the team that developed and launched the ground-breaking Evolution of Security blog and frequently contributed.

**Spokesperson**

**Federal Aviation Administration, Department of Transportation**

August 2001 – February 2005 (3 years 7 months)

**Air Traffic Controller and Trainer**

**United States Air Force**

Government Agency; 10,001+ employees; Defense & Space industry  
August 1989 – April 1993 (3 years 9 months)

Served as an air traffic controller (tower) at RAF Bentwaters and Woodbridge and Holloman AFB, NM.

Christopher White's Skills & Expertise

- Media Relations
- Strategic Communications
- Crisis Communications
- Internal Communications
- Social Media
- Public Relations
- Marketing Communications
- Reputation Management
- Public Affairs
- Communication Training
- Spokesperson
- Corporate Communications
- Crisis Management
- Communications Planning
- Publicity
- Message Development
- Government
- Newsletters
- Strategic Planning
- Blogging

View All (33) Skills

Christopher White's Education

**University of Florida**













B.S., Public Relations  
1996 – 1998

Christopher White's Additional Information

Websites:

- Company Website

Groups and Associations:

-  AirTran Airways Professionals
-  Associated Press Stylebook
-  Aviation Network
-  Business to Business Public Relations
-  Capital Communicators Group
-  Cohn & Wolfe
-  Communications Consortium
-  Crisis Communication
-  Department of Homeland Security Alumni Group
-  Effective and Fun Training Techniques
-  Emergency Communications
-  GE (General Electric)
-  GE Energy Interest Group
-  GE Power & Water Discussion Group



Government 2.0



Job Openings, Job Leads and Job Connections!



Linked:Energy (Energy industry expertise)



Linked:HR (#1 Human Resources Group)



Network with Gators



Nuclear Energy Expert



Nuclear Power - the next generation



PR Week "40 Under 40" Alum



PRWeek US



Phi Delta Theta Professional Network



Public Relations Professionals



SHRM (Society for Human Resource Management) Official Group



Society of Women Engineers (SWE)



Transportation Security Administration (TSA) Professional Group



Twitter for Communicators



U.S. Department of Homeland Security, DHS



UF Alumni Association



UF College of Journalism and Communications Alumni and Friends



University of Florida Gators Alumni



WI Women Leaders



Wilmington Chamber of Commerce

Honors and Awards: Named to PR Week's 40 Under 40.

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- career opportunities
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