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# What Matters to Marketers

- **Laura Henderson**, Global Head of Content & Media Monetization, **Mondelez International**
- **Christopher Loughlin**, Director, **SapientNitro**
- **Katrina Craigwell**, Director, Global Content & Programming, **GE**
- **Moderator: Dave Peck**, Global Head of Influencer & Social Media Marketing, **PayPal**

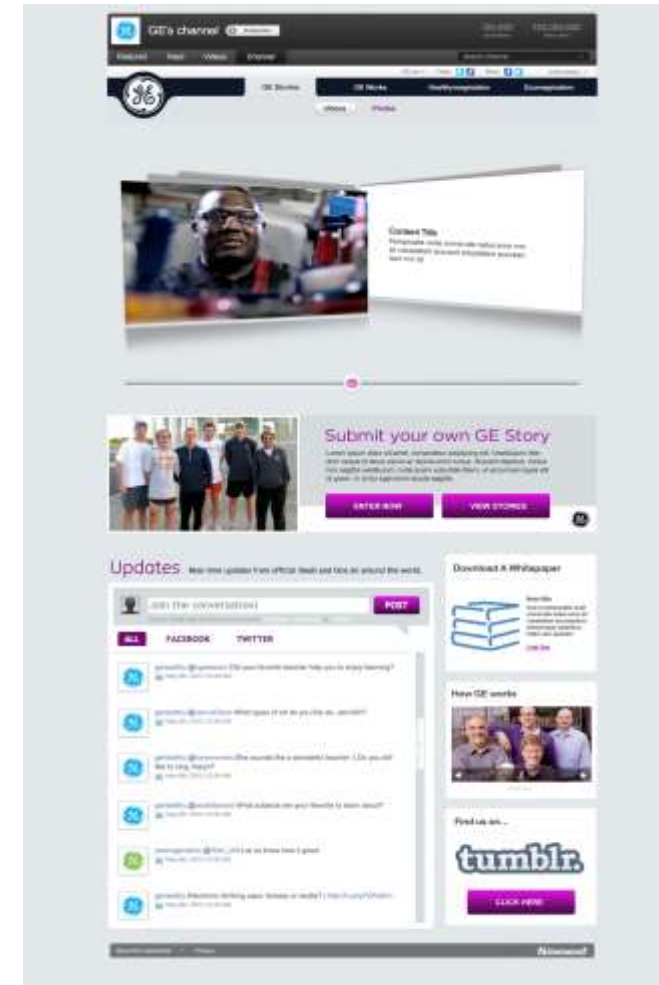


# Visual Storytelling

February 3, 2016

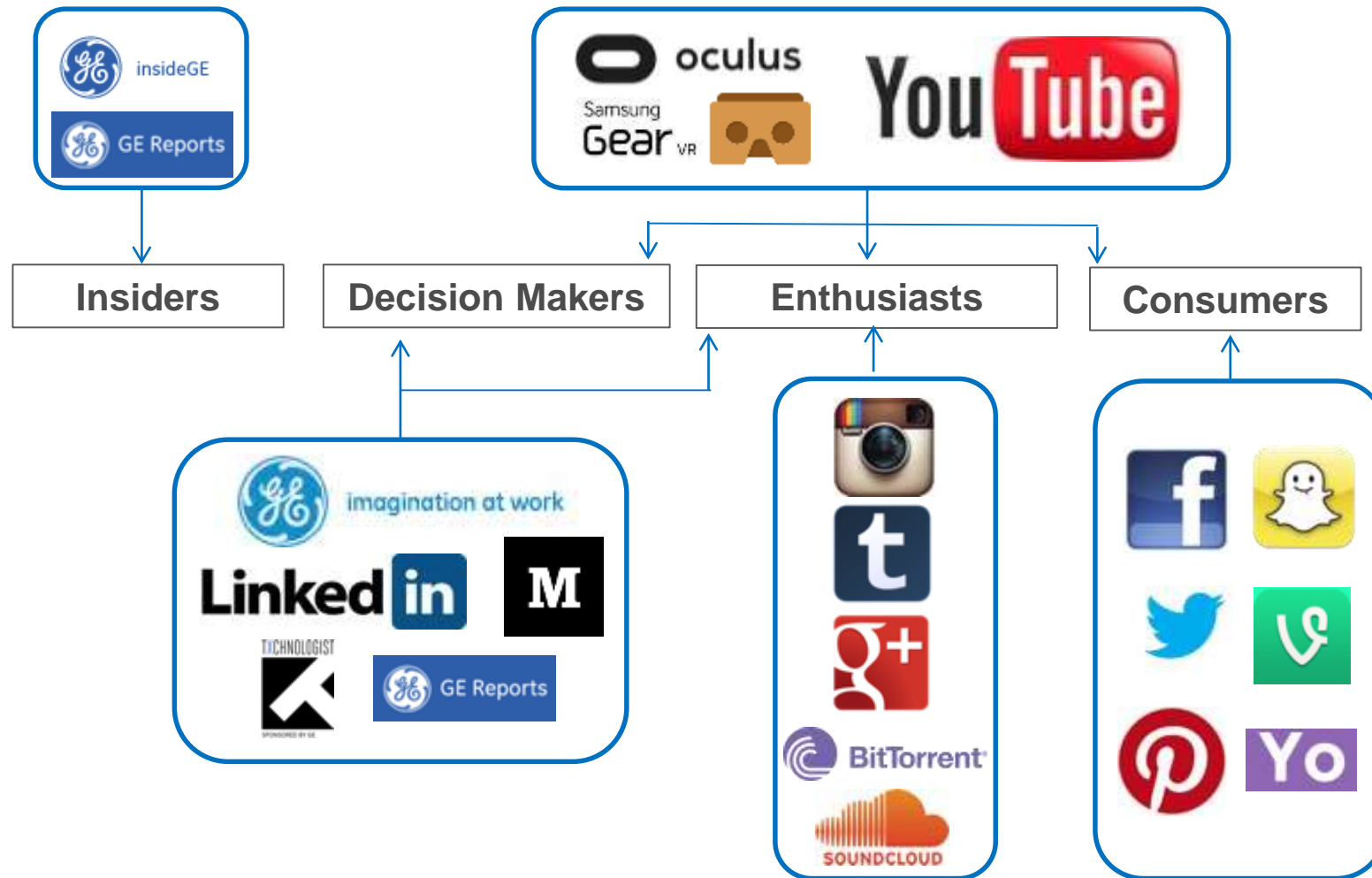
**Imagination at work**

# Where We Started



# GE Owned Platforms

Opt-in audience of 5MM+ monthly followers and visitors





**moreal** 3 days ago · Following  
 My good friend @thenosyl, in front @generalelectric's GE 90 engine, the power behind the Boeing 777 #GEInstaWeek

3,821 others like this

**jennaslyam** @theshotgaster  
**johnny\_\_rockets** Also known as the thing that killed Donnie Darko.  
**k\_mao** Great portrait! What is that swirl mark in the center?  
**thefasttagarher** Engineering and Efficiency at its best @jennaslyam  
**del\_palmer** Good one @johnny\_\_rockets  
**neljot995** Cool  
**paulober** Very cool job and shot. So envious - would love to check that place out.  
**jaydentiang**

Leave a comment...



**thenosyl** 3 days ago · Following  
 Peabody Test And Overhaul  
 #GEInstaWeek at @generalelectric

**generalelectric** @isaabradell @heatherjones · 1,838 others like this

**whateverislovely** Oh yeah!  
**atassler** This is great!  
**joehunich** He's got the whole world...  
**qmarley** Love  
**onlywill** cool  
**ppp5691** [like]  
**the\_grls** What?! This is fricking sweet @seacannon! Hup on buddy! Haha  
**chrislozer** Haha

Leave a comment...



**seacannon** 3 days ago · Following  
 Peabody Test And Overhaul  
 @thenosyl jumping over a 55 foot wind tunnel at @generalelectric that generates wind that reaches up to 100 mph to make sure engines behave well - #GEInstaWeek

**generalelectric** @aman2000 @abusch98 · 3,821 others like this

**grantsterling** Nice! &  
**lejuan\_dai** Days take & he did not make it  
**zenosize** No comments  
**aaronatich** So good!  
**echesmedia** Three best photo of the day!  
**ethelonline** Amazing he can jump at all wearing those jeans. @thenosyl  
**slznaki** Will I like this

Leave a comment...







@dankhole





@dankhole





@noahkalina





@adamsenatori



@finn





@finn





@seenewphoto



@seenewphoto



















JORDAN GOLSON 05.12.15 8:34 PM

# THE TECH THAT MAKES GE'S NEW LOCOMOTIVE ITS CLEANEST EVER



The GE Evolution Series Tier 4 Locomotive in testing on the plains of Colorado's Front Range. VINCENT LAFORET/GE

426



**FREIGHT TRAINS** DON'T get much love, or thought at all, really, from the general public. Most people rarely see them, even fewer put serious thought into what they're up to. But they're out there, and they're vital to the economy.



## ALL ABOARD

NEXT-GEN TRAINS THAT DRAMATICALLY CUT SOOT AND NITROGEN POLLUTION ARE  
ARRIVING SOON



## WHAT'S NEW



### TESLA'S NEXT PRODUCT: A BATTERY TO RUN YOUR HOUSE?

The rumor mill is abuzz with electricity



### TO GET RID OF MITOCHONDRIAL DISEASES, JUST EDIT THEM OUT OF DNA

A possible alternative to controversial three-parent babies











# Thank You

Imagination at work