GE Healthcare Names New Execs

GE Healthcare has shifted two members of its leadership team to differentiated product and service offerings within its healthcare unit.

Tom Gentile, currently vice president of GE's aviation services division, has been named president and CEO of GE Healthcare's healthcare systems division, a $12 billion unit that develops medical technologies including CT, MRI, ultrasound, molecular imaging, patient care technologies, x-ray, interventional, life support systems and home health. Gentile is a 13-year GE veteran and recently spent three years leading GE's aviation services business. Before Aviation, he held a series of leadership roles in GE Capital's businesses in the U.S., France and Australia. Before GE, Gentile held leadership and strategy roles with McKinsey, American Broadcaster CBS and General Motors.

Gentile is succeeding Omar Ishrak, who is leaving GE for a position at Medtronic.

Mike Swinford, currently the services leader for GE Healthcare's North American division, has been named president and CEO of global services, a new unit that will be responsible for driving GE Healthcare's service strategy globally, creating new service growth platforms across product lines and expanding the capabilities of each region's service operations. Since 2005, Swinford has led GE Healthcare's North American Services business which included P&L operations, installation, applications, asset management, biomedical and multi-vendor imaging services. Previously, he held a series of services, quality and supply chain leadership roles in GE Healthcare. He joined GE in 1992 through the manufacturing management program.

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