

**PRESS RELEASE**

**Rocki Rockingham JOINS GE Appliances as   
Chief Human Resources Officer**

**Louisville, Ky. – August 17, 2021 – GE Appliances (GEA), a Haier company, has named Rocki Rockingham chief human resources officer. Most recently, Rockingham was the senior vice president of global human resources for Newell Brands Appliances & Cookware based in Boca Raton, Florida.**

**In addition to leading all facets of human resources, Rockingham will be a key member of the GEA executive leadership team focused on strategy to fuel the company’s U.S. expansion and responsible for building upon the recent global** [Great Place to Work recognition](https://geappliancesco.com/ge-appliances-earns-2021-great-place-to-work-certification-/) **to create a premier workplace culture that attracts and retains the best talent.**

**With more than two decades of responsibility for the highest levels of strategic HR and communications at companies such as General Motors, Daimler Chrysler, Jarden and Newell Brands, Rockingham offers a unique blend of experiences, which are critical capabilities to enable and shape organizational change and transformation, both key focus areas at GE Appliances.**

**“We are thrilled to have Rocki join the team with the breadth of her experiences in numerous industries and businesses to further enable GE Appliances as an employer of choice,” said Kevin Nolan, president and chief executive officer for GE Appliances. “It takes great people with diverse backgrounds to effectively serve U.S. consumers. Creating a winning culture that fosters an entrepreneurial spirit where employees can develop their passions to serve consumers is what it’s all about. I’m confident that Rocki can help us achieve our goals.”**

**Throughout her career, Rockingham has served on numerous boards, volunteered at and sponsored charitable events, mentored youth, and consistently given her time to make a difference. She has worked extensively with community and civic groups to help improve and manage community, diversity and civic initiatives.**

**Rockingham was most recently engaged in the South Florida community. She has served on the Board of Directors for LifeNet4Families of Broward County as the chair and an officer of the SOS Children’s Villages Florida. She also served in numerous board roles for the Achievement Centers for Children & Families, the Network for Teaching Entrepreneurship (NFTE), the GreateBoca Raton Chamber of Commerce, the West Boca Medical Center Governing Board, the Literacy Coalition for the Palm Beaches and others.**

**Rockingham was the recipient of the ATHENA Individual award for outstanding leadership presented by the Chamber of Commerce of the Palm Beaches. She has also been recognized as a Woman of Distinction in Palm Beach County, one of the 100 Outstanding Women of Broward County, Florida, a Greater Boca Raton Chamber of Commerce DIAMOND Award winner, and numerous other awards and recognition.**

**Rockingham replaces Tom Quick, who announced his retirement in April after eight years with GE Appliances.**

**“My thanks to Tom for all he has done for GE Appliances, and especially his leadership in workforce development where he has made a lasting difference in the Louisville community with our public schools and ensuring a robust apprenticeship pipeline for manufacturers in the city,” Nolan said.**

**Seven things to know about Rocki Rockingham**

1. Rocki grew up in the St. Louis area.
2. She graduated with a Master of Arts degree in Organizational Communication from Western Michigan University and a Bachelor of Arts degree in Public Relations and Journalism from McKendree University.
3. During her career, Rocki has worked in roles of increasing responsibility in human resources, labor relations, communications, community relations and public affairs.
4. Rocki is a sports and car enthusiast.
5. She was also a collegiate athlete.
6. Rocki and her husband Darrel are relocating to Louisville.
7. Rocki believes that everyone can make a difference, that even the smallest pebble selflessly thrown into a pond can initiate untold positive effects.

**About GE Appliances**

GE Appliances strives to make the world a better place, and its team is committed to leading in the communities where employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. It sells products under the Monogram®, Café™, GE Profile™, GE® Appliances, Haier, and Hotpoint brands. Products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit [www.geappliancesco.com](http://www.geappliancesco.com).

###

**Media Contact:**

Julie Wood, GE Appliances, a Haier company

(502) 741-1557 or [julie\_wood@geappliances.com](mailto:julie_wood@geappliances.com)