



Mike “The Dishman” Nerdig
Marketing Director, Dishwashers
25+ years in appliance industry



CAN TALK FOR HOURS ON:

- The proper way to load.
- The secret to getting dry dishes.
- Operating your dishwasher from your phone.
- Tips for keeping your dishwasher in tiptop shape.



Tim “Cooktop King” Calvert
Marketing Director, Ovens
Launched first oven to work with Amazon Alexa



OBSESSED WITH:

- The best way to care for your cooktop.
- Latest range trends: Edge-to-edge cooktops and new finishes.
- Talking to his oven. Connected ovens that respond to voice and mobile.
- Unique cooking methods like sous vide.
- Induction, the fastest-growing segment in cooktops.



Julie “Wash Well” Muennich
Marketing Director, Clothes Care
20+ years in appliance industry



GETS IN A LATHER ABOUT:

- The great load debate: Top load versus front.
- Removing stains.
- How to get the most out of your washer and dryer.
- The perfect wash — the right detergent, water fill, temp and cycle selection.
- Washers and Wi-Fi® — the best reasons to connect.



Brian “Keep It Cooking” McWaters
Marketing Director, Built-in Ovens
14+ years in appliance industry



GETS HEATED UP TALKING ABOUT:

- How kitchens are becoming more restaurant-inspired.
- Show-stopping range hoods. Because design matters.
- Why French door wall ovens are all the rage.
- Faster preheats (Ask him about Advantium®).



Lee “The Big Chill” Lagomarcino
Marketing Director, Refrigerators
13 years at GE Appliances



LOVES TO TALK ABOUT:

- Top versus bottom freezers.
- The latest refrigerator trends, including door-in-door.
- Refrigerators that multitask — Autofill Pitchers and fridges with K-Cup® brewing systems.
- Keeping your fridge running smoothly, down to every six-month filter check.



Chris “On Trend” Bissig
Manager, Concept & Brand Development
Helped design an interactive island



PREDICTS YOU’LL HAVE QUESTIONS ON:

- The latest on neutrals — when white isn’t just white.
- Textures in appliances from glass to mesh to fingerprint-resistant surfaces.
- The influence of technology on design.
- Interaction design — designing for sight, sound and touch.



John “Cool Cat” Desmarais
Marketing Director, Air Products
7+ years in the appliance industry



CAN SHOOT THE BREEZE ON:

- IFTTT and air conditioners.
- Saving money and energy through connected air conditioners.
- How you can change the temperature using your voice, thanks to Amazon Alexa.



John “Wi-Fi” Ouseph
Technology Manager, Software & Connected Home
Led mobile app development for all connected appliances



CAN CONNECT ON THE FOLLOWING:

- Predictive customer service, using data to troubleshoot.
- How and why you should connect your appliances.
- Downloading new features to existing appliances.
- Trends in today’s smart kitchens; the future of connected appliances.



Larry “Innovation Station” Portaro
Director of FirstBuild
Led most successful Hackathon to date



LOVES TO BUZZ ABOUT:

- The benefits of a microfactory. A faster way to bring products to market.
- Co-creating with the community. Good ideas can come from anywhere.
- Innovative products, like an indoor pizza oven or at-home nugget ice machine.



Wayne “Downsize” Davis
Marketing Director, Small Appliances
7 years at GE Appliances



LIKES TO MAKE SMALL TALK ABOUT:

- The rise of secondary kitchens.
- Who’s buying small. (Hint: It’s not just those in tiny houses.)
- Small appliances with big features.
- What to look for when shopping small.