



UltraFresh Front Load Washer: Spokesperson Bios



Peter Pepe | Vice President of Clothes Care, GE Appliances

Peter Pepe serves as the Vice President of Clothes Care at GE Appliances, a Haier company. In this role, he is responsible for the GE Clothes Care Product Line with end to end operating accountability. This includes strategic planning, the development and launch of new products, and managing total product life cycle and operating profit.

Pepe has been with GE Appliances for over 20 years and has led the Clothes Care team for 11 years. During this time, he has overseen significant investment into the business, delivering leading products to serve consumer needs. Pepe has also held roles in refrigeration and sourcing for the company. Prior to joining GE Appliances, he worked in manufacturing operations and materials.



Ken Rudolph | Senior Director, Product Management of Clothes Care, GE Appliances

Ken Rudolph serves as the Senior Director of Clothes Care, Product Management at GE Appliances, a Haier company. In his role, he is responsible for setting the strategy for the Clothes Care Product Business, specifically for the front load washer and dryer segment. He drove the efforts to identify and resolve consumer pain points in front load laundry, which lead to his co-invention of the UltraFresh Vent System with OdorBlock™ technology. In addition, he creates multi-generation product plans, directs production scheduling and inventory and launches innovative new products, such as the GE Appliances' UltraFresh Front Load.

Rudolph has been with GE Appliances since 2012. Prior to his current role, Rudolph held a range of roles managing diverse sales, marketing and technology teams at GE Plastics and GE Aerospace to achieve superior results. He is passionate about bringing innovative new products to market to solve consumer needs.



David Wilson | Senior Commercial Director of Clothes Care, GE Appliances

David Wilson serves as the Senior Commercial Director of Clothes Care at GE Appliances, a Haier company. In his role, he is responsible for leading the go-to market strategy for laundry in retail, contract and other sales channels. He works with the sales and marketing team to develop and execute strategies to exceed customer and consumer expectations and drive business growth. For more than 18 months, David engaged key customers and sales leaders to drive front load laundry category growth and upcoming product launch optimization.

Wilson has been with GE Appliances since 2006. Prior to his current role, Wilson held multiple leadership roles in sales, account management and merchandising with GE Appliances.