

Gary Sheffer
Vice President, Corporate Communications & Public Affairs
General Electric Company
Fairfield, Connecticut

Sheffer oversees external and internal communications at GE and provides strategic communications advice to GE executives on a full range of corporate reputation issues. In his public affairs role, Sheffer works with stakeholders to foster understanding of GE.

Sheffer joined GE in 1999 after 17 years in journalism and government communications. For 10 years, Sheffer served as a press aide to two New York governors, and helped direct communications strategies for several statewide political campaigns.

He previously was a newspaper reporter and editor, earning several writing and reporting awards. Sheffer earned a bachelor's of arts degree in English from Siena College in Loudonville, New York, and today serves on its associate board of trustees. He also is a member of the advisory board for Columbia's University's master's program in strategic communication. Sheffer is a member of the boards for three prominent associations for senior communications professionals, the Wisemen, PR Seminar and the Arthur W. Page Society.