

ALEX RIEDINGER

Alex Riedinger is the Director of Specialty Accounts & Business Development as well as the Co-Leader of the Pride Employee Resource Group at GE Appliances, a Haier company. He brings more than a decade of experience at GEA, having held sales, business development, and product marketing roles. He began, in 2012, in the Commercial Development Program, a sales and marketing leadership pipeline. In 2013, upon graduating the program, he relocated to New York where he held the roles of Area Sales Manager and Key Account Manager. A Kentucky native, Alex returned to Louisville in mid-2020 to launch GEA's small appliance business as the Product Marketing Director. He then became the National Sales Director and initiated new partnerships with customers, including Macy's, Williams-Sonoma, and Crate & Barrel. As Director of Specialty Accounts & Business Development, he manages a team and portfolio of omni-channel retail accounts. Consistent throughout his career has been his leadership and passion for advancing equality for the LGBTQ+ community, as a leader in the Pride Employee Resource Group. He is GEA's official submitter for the Human Rights Campaign's Corporate Equality Index (CEI), which benchmarks companies on inclusive benefits, policies, and culture; GEA has scored 100% on the CEI for 5 years in a row! Alex is a graduate of the University of Louisville where he earned Bachelor's degrees in Marketing and Spanish. In his free time, he enjoys traveling, going to concerts, playing tennis, and spending time with his husband, Hiroshi, and dog, Isaiah.