FirstBuild, GE Appliances' Co-Creation Community

Larry Portaro
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Abstract

To *make* differently, you must *think* differently. As Director of FirstBuild, Larry Portaro has a front-row seat when it comes to how community, crowdfunding and co-creation are driving innovation at GE Appliances.

FirstBuild is a co-creation community backed by GE Appliances that is changing the way products come to market. By letting a community influence the product from the very beginning, we can quickly deliver better products that improve the lives of our consumers.

FirstBuild's microfactory sits adjacent to the University of Louisville campus, which enables students to play a role in product development from engineering all the way through manufacturing.

Biography of Presenter

Larry Portaro is Director of FirstBuild, a subsidiary of GE Appliances, which has both a physical space, a microfactory on the University of Louisville campus, and an online space at FirstBuild.com. Larry earned a Bachelor of Science in Electrical Engineering and a Master of Engineering in Electrical Engineering from the University of Louisville. He has 25 years of experience at GE Appliances.