

Lendlease appoints Bill Ruh as Chief Executive Officer, Digital

US technology leader to drive the digital future of the company

Sydney, 18 December 2018: Lendlease today announced that William (Bill) Ruh, the current CEO GE Digital and Chief Digital Officer, General Electric, has been appointed to the new role of Chief Executive Officer, Digital, reporting to Steve McCann, Group CEO and Managing Director of Lendlease.

Bill joins Lendlease in January 2019, and will lead the company's digital business platform. His role will include accelerating the digital transformation of Lendlease's businesses and projects using data, advanced analytics and new technologies – embedding digital services, driving automation and enhancing the company's smart cities strategy.

Bill has extensive global experience as a senior technology executive and entrepreneur across a range of industries. In his current role at GE, he led its transformation into a digital industrial company, delivering a 2.5x increase in revenue from digital products and significantly improved productivity through digital programs.

GE's significant global footprint has given Bill broad exposure across a wide range of international businesses and customers. He has also developed successful programs in analytics, AI and data that are the subject of two Harvard Business School case studies.

Prior to his role at GE, Bill was instrumental in the strategy and growth of the Cisco Services business through new innovations. Bill will relocate to Sydney from San Ramon, California, with his wife, Karen.

Quotes attributable to Lendlease Group CEO and Managing Director, Steve McCann

"We're delighted to welcome Bill to Lendlease. Our ability to attract a senior executive of Bill's stature is a strong endorsement of Lendlease's leading position in urbanisation, and the associated technology and digital opportunities ahead of us."

"Taking a digitally-led approach at Lendlease means being able to deliver our current \$71 billion pipeline in a safer, faster and more productive manner, through to creating new revenue streams and services our customers value. We're uniquely placed to take a leadership position in the digital space in our sector."

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