



## JOE RUOCCO

---

Joe Ruocco is the former Chief Human Resources Officer for The Goodyear Tire and Rubber Company, a position he held for seven years following a long and successful career with GE. Upon retiring from Goodyear in 2015, Joe established Ruocco Consulting, LLC and began investing in and advising early to mid-stage private companies. He currently is the Managing Director of Coastal Capital Partners, LLC, a private investing firm.

Joe is a Senior Advisor to PJT Camberview, a leading source of independent, investor-led advice for management teams and boards of public companies on how to succeed with investors. He also serves as the Chair of the Board of Trustees of the National Academy of Human Resources Foundation. Additionally, Joe is an Advisor to the National Wheelchair Basketball Association (NWBA) and the Captain of its “Champion’s Circle” serving as an ambassador for the sport.

Joe spent 23 years at GE in progressively larger HR leadership positions. He was elected a GE Officer in 2002. Joe's last role with GE was as the Vice President of Human Resources for GE's Industrial Business.

In 2008, Joe was elected an Officer and Senior Vice President of Human Resources for Goodyear, a position he held until 2015. Under Joe's leadership at Goodyear, the percentage of "ready-now successors" for the top positions at the Company more than tripled as a direct result of the implementation and execution of a world-class Global Talent Management and Leadership Development process leading to the recognition of Goodyear on AON Hewitt's 2014 list of *Top Companies for Leaders*. Additionally, Joe and the Goodyear team negotiated groundbreaking and unprecedented labor agreements with the USW which were game changers for the company.

Joe was elected as a Fellow of the National Academy of Human Resources (NAHR) in 2011. He also served on the Board of Cornell's Center for Advanced Human Resources Studies (CAHRS) and continues as an Instructor at Cornell. Joe serves as a guest speaker at a number of major universities and also manages a process that places executives into guest speaking roles at schools across the country.

Joe was a member of the HR Policy Association (HRPA) and continues as a Special Contributor to HRPA. He holds a BS degree from Cornell University's School of Industrial and Labor Relations and an MBA from Syracuse University.