



Ariavita Purnamasari

Corporate Communications Director; GE Indonesia

Vita has around 20 years of experience in Corporate and Marketing Communications and has served in various industries ranging from technology and infrastructure, corporate consulting, multi-lateral organization, and hospitality industry. Currently, Vita is leading Corporate Communications function in GE Indonesia since 2012, which covers advertising, public relations, crisis communication, digital, and internal communications.

Before working for GE, she served as a Communications Manager for International Finance Corporation (IFC), a member of the World Bank Group. A mother of a 13th year old girl and an 11th year old boy, Vita is also an avid Crossfitter and has competed regionally several times. Vita holds an MBA from Monash University in Australia, and a Bachelor of Science in Hotel and Restaurant Management of Pennsylvania State University in USA.