Richard L. (Dick) James Appointed President of Boeing Europe

In a move designed to elevate The Boeing Company's presence and effectiveness in Europe, the aerospace manufacturer announced today that senior industry executive Richard L. (Dick) James has been named president - Boeing Europe.

In his new role, James will serve as Boeing's top executive in Europe for the company's three principle aerospace activities - commercial, military and space.

He and his wife Darcey will move to Brussels, Belgium, headquarters of Boeing operations in Europe.

"Dick has the knowledge, creativity and vision to lead our efforts in Europe," said Phil Condit, Boeing chairman and chief executive officer." This decision reflects our commitment to becoming a global company by cultivating business opportunities as a member of local industry."

Boeing works with more than 400 major suppliers in 19 countries in Europe. Boeing Commercial Airplane Group alone expects to spend almost $14 billion with European suppliers over the next five years - supporting more than 90,000 jobs in Europe annually.

In addition to the headquarters office in Brussels, Boeing has offices in London, Paris, Frankfurt, Prague, Rome, Amsterdam, Madrid and dozens of other cities throughout Europe.

James had been vice president - Commercial Business Development since May 1996. In that role, he succeeded in establishing and developing the company's industrial strategy and relationships throughout the Asia/Pacific region. James became actively involved in Asia in 1994 when he led Boeing's 100-seat airplane program.

James became vice president - Marketing for Boeing Commercial Airplane Group in 1992. His organization handled marketing activities including airplane economics, airline financial analysis, worldwide market research, product strategy and strategic market planning.

Before joining Boeing, James spent 23 years at Piedmont Airlines. After increasing levels of responsibility he became vice president of planning. He directed strategic planning, route development, fleet planning and efforts involving acquisitions and mergers. He was also senior vice president and board member at Braniff Airlines for two years.

James has served on numerous university advisory boards in North Carolina and Illinois. He has been active in his community, serving most recently as executive member and trustee of the Museum of History and Industry in Seattle.

He graduated magna cum laude with a bachelor's degree in economics and management from High Point College at High Point, N.C.

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