Boeing Names New Company Offices Vice Presidents for Advertising, Employee Communications

The Boeing Company today announced the promotion of two company executives to positions at Company Offices in Seattle. Anne Toulouse, 41, has been named vice president - Advertising and Corporate Identity for the company, and Tom Downey, 35, has been named vice president - Executive and Internal Communications. Both will report to Judith Muhlberg, Boeing's vice president of Communications.

"We have chosen two individuals who have clearly demonstrated superior leadership talent. Anne will be implementing a corporate brand strategy aligned with our business objectives that will take the company to new levels. Tom will lead our internal communications to ensure our employees know the important role they play in ensuring the company's success," Muhlberg said.

Since 1996, Toulouse has served as director of Communications for Expendable Launch Systems and Reusable Space Systems in Huntington Beach, Calif. In her new position, Toulouse will be responsible for managing the company's corporate advertising program and its new advertising partner, McCann-Erickson. In addition, Toulouse will manage sponsorships and the corporate identity program, which includes companywide graphics standards, trademark protection and licensing. She replaces Clark McCann who will be leaving the company. Toulouse will begin her new duties within the next month.

Since 1997, Downey has served as general manager of Communications and Community Relations for Military Aircraft and Missile Systems in St. Louis, one of the three largest business units of The Boeing Company. In his new position, Downey will be responsible for managing executive speechwriting, internal communications for the senior leadership team, and companywide employee communications. In addition he will be responsible for the company's external web site and several internal sites. Downey will also manage Boeing's historical archives. He replaces Don Fitts who is considering another position within the company. Downey will begin his duties within a few weeks.

Downey will be replaced in St. Louis by Doug Kennett, 53, who is currently director of Communications in Boeing's Washington, D.C., office.

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