

Boeing Names Two New Communications Vice Presidents for Space and Communications and International

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The Boeing Company today announced two new appointments: Lorrie A. Secret as vice president, Communications, for the company's Space & Communications (S&C) Group, and Matthew J. de la Haye as vice president, International Communications, for the company. The appointments were made by Judith Muhlberg, vice president of Communications for The Boeing Company.

Secret will be responsible for leading all communication efforts in support of Boeing Space & Communications, including the group's media relations, advertising, customer and community relations, executive and employee communications, and trade show/exhibit activities. In addition, she will be responsible for the group's global branding and corporate identity efforts.

"Lorrie brings to Boeing a deep understanding of many of the new information and communications markets which we are targeting to achieve growth goals," Muhlberg said. "Additionally, she has a very strong background in domestic and international corporate communications, as well as a great track record with cultural change and strategic public affairs campaigns."

Secret reports to Jim Albaugh, president of Boeing Space & Communications Group, based in Seal Beach, Calif. She has substantial experience in senior communications positions both in government and the private sector. From 1993 to 1998, Secret served as director of Media Relations and Executive Positioning at Ameritech Corp. in Chicago and London. While at Ameritech she helped build a proactive media relations team to position the company both nationally and in Europe. More recently she served as vice president of Public Affairs for Iridium, LLC in Washington, D.C. During the Bush administration Secret was Director of Public Affairs for the Federal Communications Commission in Washington, D.C. Her other government experience includes communications positions at the U.S. Information Agency and the Federal Bureau of Investigation, both in Washington, D.C.

In a newly created role, Matthew de la Haye will lead the company's integrated communications programs outside North America. He will be based in London and will report to Muhlberg.

"This is a key appointment for Boeing as we focus on enhancing our international presence," Muhlberg said. "Matthew has a superb background in planning and leading strategic communications programs that support international business growth. Working with Boeing leadership, he will help shape strategic priorities, sharpen our focus in key markets and improve communications with stakeholders around the world," Muhlberg added.

Prior to joining Boeing, de la Haye was with Lucent Technologies, Inc., where he held a number of senior communications positions in the United Kingdom and in the U.S. over the past four years. Most recently, de la Haye spearheaded international strategic marketing and business development efforts at Lucent's high-performing wireless unit. Prior to this, as Corporate Public Relations director for the Europe, Middle East and Africa region, he helped to lead the roll out of the Lucent brand following the company's spin-off from AT&T. De la Haye also gained substantial experience working for Ruder Finn, Inc., an international counseling and communications firm, where he served clients including Microsoft, Novartis and Citibank. Before this, de la Haye was International Public Relations manager at Turner Broadcasting System, where he helped to develop the CNN International brand around the globe. In the mid-1980s, de la Haye held advertising and promotion positions with British Caledonian Airways, Limited.

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