Boeing Names Communications Vice President for New Business Unit

The Boeing Company today announced the promotion of Sherry Nebel, 46, to vice president, Communications, for the company's recently announced new business unit, Connexion by Boeing[SM]. The appointment was made by Scott Carson, Boeing senior vice president and president of Connexion by Boeing, and Judith Muhlberg, vice president of Communications for The Boeing Company.

Nebel will be responsible for leading all communications efforts for the growing business unit, including public relations, executive communications, employee and web communications, advertising and brand management, customer relations and community relations.

"There are tremendous opportunities ahead for this exciting new business arena," said Muhlberg. "Communications will play a significant role in helping achieve the company's vision for Connexion: to change the air travel experience for commercial airline passengers and business jet executives. No longer will travelers be out of touch while airborne. They will be able to stay connected with company intranets and the Internet, as well as view real time news and sporting events. Plus, they'll have expanded movie and entertainment options. Sherry has the talent, creativity and drive to help establish this new business."

"We are excited that Sherry will be joining our team," Carson said. "She has a demonstrated record of achievement and will be a great asset in helping us bring this new broadband experience to market."

Nebel has been with Boeing for 15 years, serving in a variety of communications positions. She joined Boeing in 1985 as public relations manager for Boeing Aerospace Company and led the communications for some of the unit's U.S. Navy programs. In 1990, she moved to The Boeing Company's corporate offices as public relations manager. She was named to her current position as director of media relations for Boeing in 1998. Her duties there have included managing local, national and international media support and directing the external communications activities of senior executives.

Prior to Boeing, Nebel spent nine years with KIRO Television, the CBS affiliate in Seattle. Her primary responsibilities were focused on television news writing and producing various daily news broadcasts.

Nebel is a 1976 graduate of Washington State University (WSU), where she earned a bachelor's degree in communications, specializing in journalism and public relations. She now serves on the professional advisory board of the WSU Murrow School of Communications, as well as on the advisory board for the WSU Foundation. She is a 1997 graduate of the Seattle Chamber of Commerce Leadership Tomorrow program, and is a 1999 graduate of the San Francisco Academy, a nationally recognized leadership development program for public relations and communications executives. Since 1997, she has served as a board member of Family Services of King County.

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