John Dern Appointed Boeing Director of Media Relations

John Dern, 40, has been appointed director of media relations for The Boeing Company (NYSE: BA). In this position he is responsible for the external communications of the aerospace company. This includes maintaining contact with print and broadcast journalists, serving as a company spokesman on corporate matters and coordinating media relations efforts of the company's business units.

"In his 10 years with Boeing, John has earned an excellent reputation both inside and outside of the company for his knowledge of the issues, responsiveness and credibility. We are extremely pleased to have him take a leadership position on our staff," said Larry McCracken, vice president of public relations.

Dern was previously director of media relations for Boeing Commercial Airplanes, the business unit responsible for designing, building and selling commercial jetliners and offering an expanding line of after-market services for airline customers. In previous positions with the unit, he planned and implemented programs associated with the in-service safety and performance of Boeing commercial airliners, managed communications efforts for Europe, and supported the 737 and 757 programs.

Dern is a graduate of Pomona College and earned his master's degree from Southern California's Annenberg School of Communications.

He replaces Sherry Nebel who was recently promoted to vice president of communications for Connexion by Boeing.

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