Boeing Names Goodman Vice President of Communications for Air Traffic Management

The Boeing Company today named Morrie Goodman, 49, as vice president of communications for its new Air Traffic Management business unit.

"I am delighted Morrie is joining our team," said John Hayhurst, Boeing senior vice president and president of Air Traffic Management. "He brings with him a broad range of communications management and international trade experience, as well as the perspective of a veteran journalist."

Boeing created its Air Traffic Management unit on Nov. 1, 2000. The company plans to develop an affordable air traffic system that dramatically increases capacity and improves safety. Its new approach to a global solution will employ sophisticated software and satellite-based communication, navigation and surveillance technology.

Goodman will be responsible for leading all communications efforts for the growing business unit, including strategic communications planning, public relations, employee and executive communications, and advertising. He is based in the Washington, D.C. area and reports directly to Hayhurst.

Prior to joining Boeing, Goodman served as press secretary and director of public affairs at the United States Department of Commerce, under Secretaries William M. Daley and Norman Y. Mineta. Goodman managed communications on several international trade development missions and was a key member of the team responsible for the successful campaign for obtaining permanent normal trade relations with China. He also managed communications for the Trans-Atlantic Business Dialogue and the Asian Pacific Economic Council.

Goodman served as director of strategic communications and emergency information at the Federal Emergency Management Agency from January 1993 to November 1998. He managed crisis communications for some of the nation's worst disasters, including; the Northridge earthquake, the Oklahoma City bombing, the Midwest floods of 1993 and dozens of other natural disasters. For his work in disaster communications, Goodman has won several awards, including the Federal Technology Leadership Award.

He also worked with the National Transportation Safety Board regarding the explosion of TWA Flight 800 and managed the NTSB's public hearings on the accident.

Goodman worked as a veteran television journalist prior to his government service.

A native of Kansas City, he received his bachelor's degree in journalism from the University of Kansas.

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