Boeing Names Toby Bright Vice President Of Business Strategy And Marketing

The Boeing Company (NYSE: BA) has appointed Toby Bright vice president of Business Strategy and Marketing for Boeing Commercial Airplanes, reporting to Alan Mulally, president and chief executive officer of Boeing Commercial Airplanes. In this role, Bright will focus on strategic marketing of future products and services.

"Toby's extensive experience in Sales in many areas of the world and his experience in Customer Services makes him the ideal candidate to lead the Marketing organization," Mulally said. "Toby will help Airplane Programs and Commercial Aviation Services understand the dynamic environment in which they operate. Through this understanding, these two business units will be able to shape their markets."

Bright previously held the position of vice president of Sales for Europe and Russia, Boeing Commercial Airplanes, where he led the first Sales team to relocate in the region. The European Sales Office is located in Brussels, Belgium. Bright also was responsible for marketing Boeing's inventory aircraft to customers worldwide when he was vice president of Boeing Aircraft Trading for two years.

From 1996 through 1998, Bright was a leader in the company's support operation as vice president of Technical Services, then later as vice president, Maintenance Engineering and Publishing. These positions involved directing the technical support for the fleet of more than 11,000 Boeing and Douglas airliners in service to more than 700 customers worldwide. Bright's other previous executive sales positions include Boeing sales director for the United Airlines account, and regional director for sales activities in Singapore, New Zealand and Hawaii.

Bright, who received his degree in aerospace engineering from Virginia Polytechnic Institute, joined the company upon his graduation in 1977.

Born Feb. 21, 1953, Bright is a native of Mullens, W. Va. He is active in civic and charitable organizations supporting international relief efforts, and is Boeing's executive focal for CARE International. Bright holds a commercial aircraft pilot's license, and his personal interests include flying, cycling, snowboarding and music.

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