Boeing Satellite Systems Names Two Key Vice President Appointments

Boeing Satellite Systems (BSS) has named Art Rosales vice president of Commercial Programs and Dr. John Konrad vice president of Commercial Marketing and Sales. Boeing Satellite Systems is a unit of The Boeing Company (NYSE: BA).

Rosales and Konrad collectively bring nearly five decades of experience in satellite design, development, manufacturing and market expertise to their new assignments. Rosales is credited with championing the Boeing 376 satellite model, the world's most reliable satellite and second most-purchased model in the world. Dr. Konrad, who holds the distinction of being one of only three BSS employees who has completed NASA Space Shuttle mission specialist training, most recently has been handling several of Boeing's largest satellite programs.

"Art and John each possess the requisite technical and market experience that is vitally important in Boeing's continuing commitment to its customers and focus on best-value, on-time delivery of the highest quality satellite systems available," said Randy Brinkley, president of Boeing Satellite Systems. "These two experienced veterans not only know our business and our customers, but, more importantly, our customers know them. It is this combination of experience and knowledge that makes Art and John uniquely qualified to fulfill these important positions," Brinkley added.

Rosales, who began his career with BSS in 1979, will be responsible for executing all BSS commercial programs to meet corporate and customer expectations. This includes assuring customer satisfaction, controlling profit/loss centers, implementing the market segment strategic plan and supporting the vice president of Commercial Marketing and Sales for new business. Most recently, Rosales was vice president and general manager for the Fixed Satellite Systems and the Broadcast Satellite Systems (FSS/BSS) programs. Previously, he held various program management and product line management positions.

Prior to joining BSS, Rosales worked at the Massachusetts Institute of Technology (MIT) as an industrial liaison officer and later as the assistant director of the industrial liaison program from 1977 to 1979. From 1971 to 1973, Rosales worked as an aerodynamicist at McDonnell Douglas Corporation. He graduated from MIT with bachelor of science and master of science degrees in aeronautical and astronautical engineering in 1969 and 1970, respectively.

Konrad will be responsible for leading the marketing and sales teams for commercial business development. This will include creating and/or identifying new business opportunities and alliances and partnering with the vice president of Commercial Programs to maintain and expand our market share with existing customers.

Konrad has been with BSS his entire career, which began in 1976. From 1999 to date, he has been director of the Americas region for the (Fixed Services and Broadcast Services) programs with customers that ranged from Telesat in Canada to Embratel in Brazil. From 1996 to 1999, Konrad functioned as business unit leader for Spacecraft Design and Production. Prior to 1996, he served in increasingly responsible positions at BSS including deputy director of Commercial Business Development. He graduated from Oklahoma State University in 1971 with a bachelor of science degree in mechanical engineering. In 1976 he graduated with a PhD in mechanical engineering from the California Institute of Technology.

Boeing Satellite Systems is the world's leading manufacturer of communications satellites and a major provider of space systems, satellites, and payloads for national defense, science and environmental applications.

The Boeing Company is the largest aerospace company in the world and the United States' leading exporter. It is NASA's largest contractor and the largest manufacturer of commercial jetliners and military aircraft. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles, satellites, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries.

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