Global Initiatives Spur Growth For Boeing Korea

In an effort to strengthen its long-term commitment in Korea, The Boeing Company today announced that it has appointed three executives to new positions at Boeing Korea.

William Oberlin was appointed president of Boeing Korea, overseeing the company's overall business activities in Korea. In this role, Oberlin will report to Thomas Pickering, Boeing senior vice president of International Relations.

"Korea is one of the key growth markets for Boeing," said Phil Condit, Boeing chairman and chief executive officer. "This announcement demonstrates that Boeing continues to make a long-term commitment in Korea and these appointments will help us to better serve our Korean customers and business partners for mutual success."

Oberlin will assume primary responsibility for leading Boeing's company-wide initiatives in Korea. He will also develop new business opportunities, lead the country strategy planning process, and focus efforts on developing Boeing's communications and community relations to be more effective at the country level.

"As the President of Boeing Korea, my efforts will be focused on creating growth opportunities for Boeing within Korea, positioning our company as the most reliable and preferred supplier for Korea's aerospace requirements, and enhancing Boeing's strong reputation within Korea," said Oberlin.

In addition, Boeing has named Joe Song, vice president of Boeing Korea. Song will be responsible for Space & Communications and Military Aircraft & Missiles business development in Korea. Song, who joined McDonnell Douglas in 1988, has extensive experience in project management for military and commercial aircraft business development.

Boeing also named Hyeong-Soon (Arthur) Park as communications director of Boeing Korea, managing the organization's communications activities. Park is an experienced PR professional with considerable experience in public affairs, crisis management, and marketing communications.

Established in 1988, Boeing Korea is a major supplier of commercial and military aircraft for Korea. Boeing has also developed a strong partnership with Korea's aerospace industry, with a supplier network of 14 companies, which manufacture parts and components for Boeing commercial airplanes. Boeing Korea is based in Seoul and employs 36 people.

The Boeing Company is the world's leading aerospace company, with its heritage mirroring the history of flight. It is the largest manufacturer of satellites, commercial jetliners and military aircraft.

The company is also a global market leader in missile defense, human space flight and launch services. In terms of sales, Boeing is the largest U.S. exporter. Total company revenues for 2001 were $58.2 billion.

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