Boeing Redesigns Launch Services Organization To Meet Market Challenges

Boeing [NYSE:BA] has restructured Boeing Launch Services Inc., BLS, to combine strategic planning, business development and sales for government and commercial customers under one integrated organization. In making the announcement, Boeing officials cited the need for innovative approaches to meet the current challenges of the global launch market.

"This new BLS structure enhances our customer focus by taking full advantage of our best people and practices to meet all of our customers' needs," said Will Trafton, vice president and general manager of Boeing Expendable Launch Systems. "The first launch of the Delta IV for the U.S. Air Force Evolved Expendable Launch Vehicle contract demonstrated this and our commitment to customer satisfaction."

The restructured BLS organization, with headquarters in Huntington Beach, Calif., is responsible for marketing and sales of the Sea Launch and Delta family of launch vehicles to Boeing national security, civil space and commercial customers. The BLS organization also provides strategic planning and business development for Boeing Expendable Launch Systems.

"In today's market, there are awesome challenges facing launch providers worldwide," said Jayne Schnaars, vice president of BLS. "Combining our government and commercial marketing teams ensures that we have the right talent in place to address these challenges. Our customers' mission success is the most important element of our job as we continue to ensure that our products are the most reliable on the market today, tomorrow and in the future."

A unit of The Boeing Company, Integrated Defense Systems is one of the world's largest space and defense businesses. Headquartered in St. Louis, Boeing Integrated Defense Systems is a $25 billion business. It provides systems solutions to its global military, government and commercial customers. It is a leading provider of intelligence, surveillance and reconnaissance; the world's largest military aircraft manufacturer; the world's largest satellite manufacturer and a leading provider of space-based communications; the primary systems integrator for U.S. missile defense; NASA's largest contractor; and a global leader in launch services.

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