Boeing Executive Recognized As One Of The 50 Most Important Hispanics In Business And Technology

En Español

Boeing [NYSE: BA] executive, Arturo A. Rosales, director of Americas Programs and New Business Development for Boeing Satellite Systems, was recently selected as one of the country's 50 most important Hispanics in Business and Technology by Hispanic Engineer & Information Technology magazine.

"Art Rosales is a role model in the Hispanic community and at Boeing," said Bill Collopy, vice president and general manager of Launch & Satellite Systems. "He brings passion for engineering, vision and leadership skills to a company that values diversity. Our company's strength is based on the energy, creativity and enthusiasm that diverse and highly capable people generate working together globally to plan, sell, design, build and support some of the most advanced products, technologies and systems in existence."

Having joined Boeing 24 years ago, Rosales is an expert in systems engineering, strategic planning and program management. Currently, he is responsible for executing commercial satellite programs in the North and South American regions, named the Americas program. Prior to this, Rosales was responsible for the company's commercial and government programs based on the Boeing 601 satellite product line. He has also managed the Boeing 376 satellite line, and served as vice president and general manager of Fixed Satellite Services/Broadcast Satellite Services programs and vice president of Commercial Programs for Boeing Satellite Systems.

Rosales is a member of Boeing's Employee Hispanic Network, which is committed to ensuring that Hispanic employees work in an environment at Boeing that recognizes their values and culture as enterprise wide assets.

In the community, Rosales led efforts to organize a collaboration to improve students' math and science performance in Lennox, Calif., a predominantly Hispanic community. This collaboration included partnerships with Boeing, the UCLA School of Medicine and the Lennox School District. He is also an active supporter of the diversity program at California State University, Los Angeles.

As the Boeing executive focal for The University of Texas-Pan American, a 90-percent Hispanic university that is a component of The University of Texas System, Rosales' efforts there support Boeing's educational strategies for increasing achievement in business, engineering, math and science. He works to ensure that summer internship programs are available, recruits the best and brightest and provides funding for new equipment.

Rosales has been honored with a number of awards for technical and leadership excellence. In 1998, he received the Hughes Electronics Chairman's Honors Award for strong, innovative leadership of the 376 product line. In 1993, the National Society of Hispanic Engineers also recognized Rosales as the Hispanic Engineer of the Year.

Rosales earned a Bachelor of Science degree in Aeronautical and Astronautical Engineering in 1969 from Massachusetts Institute of Technology (MIT) and a Master of Science degree in 1970, also from MIT.

A unit of The Boeing Company, Boeing 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.

###

For further information:
Dianna Ramirez
Boeing Launch & Satellite Systems
562-797-1305
dianna.i.ramirez@boeing.com
Madonna Walsh
Boeing IDS News Bureau
314-234-1362
madonna.a.walsh@boeing.com