Boeing Names Hullin New Communications Leader

The Boeing Company (NYSE: BA) today announced that Tod Hullin has been appointed senior vice president of communications. He will begin his new duties September 12.

Hullin, 60, will direct all Boeing global communications activities. As the company's senior communications strategist, he will be responsible for developing and implementing plans across all company business units. He will report directly to Phil Condit, Boeing chairman and CEO and serve on the company's Strategy Council and Executive Council.

"Tod's extensive experience working with multi-divisional global companies and addressing important communication issues, including corporate brand building, will be of great value to Boeing as we continue to pursue an active and integrated global communications program," said Condit.

Hullin has extensive senior corporate communications and public affairs experience in the federal government, the pharmaceutical industry and the entertainment industry. Most recently, he has been advising Edgar Bronfman, Jr.'s consortium on its effort to acquire the entertainment assets of Vivendi Universal. Prior positions included serving as the senior global communications officer for Time Warner, and later for The Seagram Company and Vivendi Universal.

From 1983 to 1991, Hullin served in senior positions for global pharmaceutical companies Searle Pharmaceuticals and SmithKline Beecham.

He began his professional career in 1969 in the Executive Office of the President as a member of the White House staff. He moved to the White House Domestic Council staff in 1971, and to the Domestic Council for Housing and Community Development in 1974. In 1976 he was appointed the Principal Deputy Assistant Secretary of Defense, Public Affairs, serving under Secretary of Defense Donald Rumsfeld.

Hullin graduated from the University of Washington in 1966 with a bachelor's degree in business.

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