Ivry Appointed to Lead Boeing Business in Israel

The Boeing Company (NYSE: BA) today named David Ivry as president of Boeing Israel. He will represent the company's business interests and coordinate companywide business activities in Israel. He will be based in the Boeing office in Tel Aviv.

Ivry will lead the company's country strategy-planning process, strengthen Boeing's local presence in Israel and identify new opportunities for the company.

"David brings a tremendous amount of professional experience, customer insight, industry knowledge and market expertise to this position," said Boeing Chairman and CEO Phil Condit. "His background closely matches with the industries, markets and technologies where Boeing pursues its business opportunities. I expect that he will make significant contributions to strengthening Boeing's presence and expanding our relationships in Israel."

Ivry was the Ambassador of the State of Israel to the United States from 2000 to 2002. He also has held a variety of key government and industry positions, including Israel's national security advisor and head of the National Security Council; director general of the Ministry of Defense; chairman of Israel Aircraft Industries; commander of the Israel Air Force; and board member of El Al Airlines. Prior to joining Boeing, Ivry served as chairman of Elul Asia Ltd.

"I am delighted that David has joined The Boeing Company," said Thomas Pickering, Boeing senior vice president, International Relations. "He has the right combination of government and industry experience to lead our business activities in Israel. David will focus on developing a comprehensive business strategy that will leverage the full breadth and depth of our product lines, capabilities and technologies. In addition, he will broaden our network of relationships and seek out the new opportunities that are critical to Boeing's business success in Israel."

Sales, marketing and supplier-management responsibilities will remain with the Boeing business units: Commercial Airplanes, Integrated Defense Systems, Connexion by Boeing, Boeing Capital Corporation, Air Traffic Management and Phantom Works. Ivry will support business-unit sales and marketing teams as they conduct their campaigns in Israel.

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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