Boeing Names Mike Cave to Lead Business Strategy & Marketing for Commercial Airplanes

Boeing [NYSE: BA] today announced that Mike Cave has been named vice president of Business Strategy & Marketing for Boeing Commercial Airplanes. Cave will be responsible for leading strategic business planning and marketing for the organization's products and services. The position reports to BCA President and Chief Executive Officer Scott Carson.

Cave, 46, replaces Nicole Piasecki, who has been named vice president of Boeing International and president of Boeing Japan.

"Mike Cave brings a wide range of skills and background to our business strategy and marketing team," said Carson. "By leveraging his experience in program management, finance and customer relationships, he will continue the outstanding work Nicole Piasecki and her team have done to ensure our Commercial Airplanes business strategy is focused on continued leadership in the marketplace."

Since 2003, Cave has served as vice president/general manager of Airplane Programs for Commercial Airplanes, overseeing current Boeing models including the 737, 747, 767 and 777 with a focus on strategy, product development and business results, as well as the overall profit-and-loss responsibility for those models.

For most of 2003, Cave served as senior vice president for Commercial Aviation Services, responsible for ensuring support to the world's largest fleet of commercial jetliners -- almost 12,000 Boeing-built airplanes.

Prior to that, Cave was senior vice president and chief financial officer of Commercial Airplanes. Additionally, Cave was vice president - Finance for Commercial Aviation Services, vice president - controller for Boeing Commercial Airplanes Group, and vice president - Finance for the twin-aisle programs.

Prior to joining Commercial Airplanes, he was vice president - Finance for Boeing's Information, Space & Defense Systems, a position he assumed following the merger of The Boeing Company and McDonnell Douglas Corporation. Just prior to the merger, he headed the team to merge the two companies' commercial airplane units. Cave joined McDonnell Douglas in 1983.

Cave was honored with the 2004 Hispanic Engineer National Achievement Awards Corporation (HENAAC) award for Executive Excellence. In 2003, Cave was recognized as a member of the Hispanic Corporate Elite by the Hispanic Business Magazine. He also was named one of the 100 Most Important Hispanics in Technology and Business for 2006 by Hispanic Engineer and Information Technology magazine. Cave serves on the board of directors for the Seattle Symphony and the Dean's Advisory Council for Purdue University and is a fellow of the Royal Aeronautical Society. He holds a bachelor's degree in Engineering from Purdue University.

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