

Boeing India Appoints Mishra Communications Director

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The Boeing Company announced today it has named Lizum Mishra as corporate communications director, Boeing India.

Mishra, who will be based in Boeing's India headquarters in New Delhi, joins Boeing from Sapient Corp, where she managed the company's marketing and communication programs and was responsible for increasing its brand recognition in India.

"Mishra will strengthen our enterprise-wide communication efforts and support Boeing's collective efforts to build a long term and profitable business strategy in India," said Ian Thomas, president of Boeing India. "India is an important and dynamic market for Boeing, and our communications team plays a critical role in helping us to better understand the Indian marketplace and build relationships with the media and other stakeholders important for our future growth," he added.

Mishra will lead the coordination of the company's India corporate communications strategy, and will help coordinate Boeing's varied communications initiatives in India. She will work closely with colleagues in Boeing Commercial Airplanes and Boeing Integrated Defense Systems.

Prior to her position with Sapient Corporation, Mishra was a journalist with CNN in India and the United States. She also worked at leading Indian television company Miditech Television, where she produced content and was part of the business development team. Mishra holds a master's degree in public communication studies from Syracuse University in the United States.

Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined. Additionally, Boeing designs and manufactures rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and communication systems. As a major service provider to NASA, Boeing operates the Space Shuttle and International Space Station. The company also provides numerous military and commercial airline support services. Boeing has customers in more than 90 countries around the world and is one of the largest U.S. exporters in terms of sales. Headquartered in Chicago, Boeing employs more than 150,000 people across the United States and in 70 countries. Total company revenues for 2006 were \$61.5 billion.

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