

## **Boeing Names Randy Tinseth as Vice President, Marketing, for Commercial Airplanes**

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Boeing [NYSE: BA] named Randy Tinseth vice president, Marketing, for Boeing Commercial Airplanes. Tinseth will be responsible for marketing Commercial Airplanes' entire family of products and services through a wide range of activities, such as understanding market requirements, contributing to Commercial Airplane's planning and product development, supporting market positioning and sales activities, as well as hosting the Commercial Airplanes blog, "Randy's Journal." The position reports to Mike Cave, vice president, Business Strategy and Marketing.

Tinseth, 47, succeeds Randy Baseler, who is retiring April 30.

"Randy Tinseth brings to this role a superb understanding of the market and our airline customers," said Cave. "This is a seamless transition as he continues the exceptional work done in recent years by Randy Baseler in sharing our product strategy story. And, of course, there's the added plus that we won't be forced to change the name of the very popular 'Randy's Journal' blog."

In his previous role on the 747-8 Program, Tinseth was responsible for developing marketing and in-service support strategies for the new 747-8 program, executing sales, and working with the customer base. Named to the position in March 2006, he helped prepare the market for the introduction of the 747-8, refining the focus on the unique service offerings for this airplane family.

Tinseth previously served as director of Product and Service Marketing, where he was responsible for marketing Boeing's commercial airplanes and services to airlines, financial institutions and other constituencies around the world. During this period, the Marketing team launched innovations such as the new 787 livery, the "Name Your Plane" effort that led to the selection of the Dreamliner name, and the "newairplane.com" Website.

From 1997 to 2001, Tinseth was a Boeing sales director in North America, leading Commercial Airplanes sales efforts at United Airlines, Northwest Airlines, United Parcel Services, and Spirit Airlines.

He started in Marketing in 1989 with a management position in the Airplane Economics Group, and worked as part of the team that implemented new versions of Boeing's aircraft maintenance and operating cost models.

Tinseth joined Boeing in June 1981 as a flight test engineer and engineering lead on the certification of the Boeing 757 and 767.

Born in Kalispell, Montana, Tinseth holds a bachelor's degree in electrical engineering from Cornell University, and in 1986 received a master's in business administration from Seattle University.

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