Boeing Names Jeffrey Johnson New Leader for Middle East

CHICAGO, March 1, 2011 -- The Boeing Company (NYSE: BA) today named Jeffrey Johnson as president of Boeing Middle East. Johnson succeeds Paul Kinscherff, who has been appointed chief financial officer for international finance.

Johnson will be based in Dubai, United Arab Emirates (UAE) and report to Shep Hill, president of Boeing International and senior vice president of Business Development and Strategy. Johnson will be responsible for Boeing's growth and productivity plans across the Middle East region, working closely with Boeing Saudi Arabia president Ahmed Jazzar.

Johnson will lead company-wide activities that include government affairs and the development and implementation of the Boeing Middle East strategy focused on new business and industrial partnership opportunities, corporate citizenship projects, expanding the Boeing presence and strengthening company relationships with customers and other stakeholders.

"Jeff's leadership skills, business development experience and detailed customer knowledge will strengthen our efforts to grow our business in the Middle East," said Shep Hill. "In this regard, Jeff will continue to build on the solid foundation established by Paul and what he has accomplished across the region."

Prior to this appointment, Johnson was a senior director of business development for Boeing Defense, Space & Security (BDS). Before that, he served as the Middle East and Africa business development director for BDS. Johnson joined Boeing in 1982 and has managed programs in more than 40 countries during his career. Johnson also worked in Design Engineering, Electronics Design and Manufacturing, System Engineering, Program Management and Flight Test Engineering.

Kinscherff served as president of Boeing Middle East from March 2008. During his tenure, the company has doubled its presence across the region, expanded its defense and aviation business and forged closer customer relationships. In his new role, Kinscherff will be based at the company's headquarters in Chicago.

"Paul was instrumental in expanding our business and strengthening Boeing's image in the Middle East. Under his leadership, Boeing implemented a robust strategy to grow its business and develop long-term relationships critical to the company's success," added Hill.

Boeing's relationship with the Middle East dates back more than 60 years. Its first office was established in Riyadh, Kingdom of Saudi Arabia, in 1982. Since then, the company has expanded its presence and relationships across the region. Boeing opened an office in Abu Dhabi, UAE, in 1999, a regional office in Dubai in 2003, and recently expanded its footprint with a new office in Doha, Qatar, in Nov. 2010.

Boeing is the world's leading aerospace-based company and the largest manufacturer of commercial jetliners and military aircraft combined. Additionally, 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 156,000 people in more than 67 countries.

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