

## **Boeing Appoints Elena Alexandrova Communications Director for Russia/CIS**

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**Moscow, January 24, 2013** – Boeing has appointed Elena Alexandrova as Communications director for Russia/CIS succeeding Dmitry Krol who has joined Boeing Commercial Airplanes Communications in Seattle. Alexandrova will be responsible for the company's communications strategy and partnerships with suppliers and customers to support the company's business objectives in Russia.

"Russia is a strategically important country for Boeing, from supporting the Boeing Design Center, Technical Research Center, our partnership with Russian Technologies to working with our valued airline customers," said Dr. Sergey Kravchenko, president of Boeing Russia/CIS. "We are delighted to welcome Elena to lead communications in this important region for the company. She will work closely with Boeing Commercial Airplanes and the international teams to enhance the company's reputation and help support our long-term partnerships and projects."

Alexandrova comes to Boeing with more than 10 years of experience in corporate affairs, communications and public relations in different industry sectors, both in Russia and in the UK. For the last three years, she led the corporate communications and corporate social responsibility group for MegaFon, Russia's leading telecommunications provider. Before that, she worked for the Midland Group of companies, first as PR Director for the Midland Formula 1 team and then as director of corporate communications in Moscow. She was also corporate affairs manager for Gallaher Group Plc. in London, managing public relations for the company's international projects. She majored in sociology of communications at the Moscow State Lomonosov University and studied at the London Chartered Institute of Public Relations.

Boeing and the Russian aerospace industry enjoy a mutually beneficial partnership that began over 18 years ago. Two key Boeing centers are located in Moscow: the Technical Research Center develops projects related to advanced technology, including new materials, prototyping, and aerodynamics; and the Boeing Design Center supports all major Boeing commercial-airplane programs, employing more than 1,200 engineers through contracts with leading Russian engineering firms. In 2009 Boeing and VSMPO-AVISMA launched a 50/50 joint venture, Ural Boeing Manufacturing, that machines titanium forgings for the 787 Dreamliner. Since 1993 the company has completed contracts in Russia for a total amount of almost \$7 billion. Thirty Russian/CIS airlines operate more than 400 Boeing airplanes.

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