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RANDOLPH S. BASELER

**Vice President – Marketing
Boeing Commercial Airplanes**

Randy Baseler was named vice president of Marketing for Boeing Commercial Airplanes in November 1998. As a member of Commercial Airplanes' Marketing and Business Strategy leadership team, Baseler is responsible for marketing the business segment's entire family of airplane products and services. That involves a wide range of activities such as understanding market requirements, guiding Commercial Airplanes' planning and product development, and supporting market-positioning and sales activities. Throughout his career, Baseler has had extensive involvement with airline customers and industry leaders in both selling and developing Boeing products.

Beginning in January 2005, Baseler has hosted Boeing's first Weblog, called Randy's Journal. The blog at <http://www.boeing.com/randy/> is a place where he can share his insight into the commercial airplanes market and news about the Boeing family of commercial airplanes. Since it began, Randy's Journal has received more than 200,000 visits from around the world and garnered international news coverage as a ground-breaking corporate blog.

Prior to his current position, Baseler was director of Marketing for the Airline Profitability Analysis organization, to which he was named in October 1994. Before that, he was senior manager for the Renton Division Marketing Management organization, which was responsible for the 737 and 757 airplane models. During his five-year tenure there, customer requirements for the newest 737s – the Next-Generation 737 family – were developed and the program was launched.

Prior to that, Baseler was Product Strategy manager for the 747 and 767 airplane programs. In that position he helped develop the market requirements and product strategy for the 767X, which became the Boeing 777.

Baseler joined Boeing in May 1974 as an analyst in the Cargo Market Development organization within Boeing Commercial Airplanes' Sales & Marketing organization. From 1976 to 1982, he held several key analytical positions and participated in numerous sales campaigns, presenting fleet plans and financial feasibility studies to top airline management. In 1982, Baseler was promoted to manage the Cargo Market Development organization, a position he held until 1985, when he moved to his Product Strategy assignment.

Baseler holds a bachelor's degree in business from Central Washington University and a master's degree in business administration, with a specialization in finance, from Washington State University. He is a member of the Advisory Board for the College of Business & Economics at both institutions, and a Fellow of the Royal Aeronautical Society. Baseler is also a member of the Advisory Counsel of Transito, a student organization for transport and logistics at the Erasmus University of Rotterdam, the Netherlands.

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