



Biography

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Larry S. Dickenson

Senior Vice President – Sales
Boeing Commercial Airplanes



Larry Dickenson is senior vice president of Sales for The Boeing Company's Commercial Airplanes group. In this position, Dickenson leads the effort in providing solutions to Asia/Pacific customers for Boeing Commercial Airplanes products and services worldwide.

Dickenson has worked for 20 years in leading the Boeing Commercial Airplanes Asia/Pacific Sales organization, maintaining strong business relationships between Boeing and its partners – Asia/Pacific airlines and Asian aerospace industry suppliers. He is also responsible for the operation of the Boeing China operation and for Commercial Airplanes sales operations based in Japan, Korea, Hong Kong and Australia/New Zealand.

During this time, Dickenson's team was integral to the launch of the Boeing 787 Dreamliner and 777 jetliners. All Nippon Airways, in April 2004, placed a record airplane launch order for 50 Boeing 787s, and Singapore Airlines, in 1995, placed a record 777 order 77 firm and option airplanes, which remains a record for the model.

Boeing has achieved a total market share of approximately 67 percent in the Asia/Pacific region, and virtually all of the region's Boeing jetliners in operation were placed during Dickenson's tenure. This equates to more than US\$150 billion in airplane sales.

Prior to his career at Boeing and beginning in 1983, Dickenson was vice president of Aircraft Programs at Texas Air Corporation, which at the time was the parent company of Continental and Eastern Airlines. In this capacity, he was

responsible for aircraft acquisition, sales, and aircraft financing for the Texas Air fleet. Previously, he held the position of vice president of Commercial Sales for Europe, Middle East and Africa at McDonnell Douglas Corporation, beginning in 1978.

Dickenson is a Fellow of the Royal Aeronautical Society, and an active board member of the Fred Hutchinson Cancer Research Center, Board of Governor's Northwest Industries Partnership, and the National Economic Development Board at California State University - Fresno. He is also a member of the Callaway Golf Company's golf club test panel.

He has been acknowledged by several publications for his accomplishments in the industry. The June 1997 issue of World Trade magazine named Dickenson as one of "World Trade's 25 Most Influential U.S. Global Visionaries." Investor's Business Daily publication also featured Dickenson in its "Leaders & Success" column in 1997.

Born Jan. 22, 1943 in Bakersfield, Calif., Dickenson holds a bachelor's degree in Business Administration from California State University – Fresno, and also attended The Advanced Management Policy Institute at the University of Southern California.

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