RANDY J. TINSETH
Vice President – Marketing
Boeing Commercial Airplanes

Randy Tinseth is vice president, Marketing, for Boeing Commercial Airplanes, a position he’s held since April 2007. In July 2013, Tinseth was asked to also lead the Marketing and Value Analysis team responsible for global go-to-market strategies and the development of commercial aviation market analysis in support of sales and product strategy.

In this role, Tinseth is responsible for marketing efforts across the Commercial Airplanes family of products and services – contributing to planning and product development, understanding and communicating market requirements and the market outlook.

He also hosts the Boeing blog, “Randy’s Journal,” http://boeingblogs.com/randy/, which is one of the most-read aviation blogs.

In his previous role as customers leader for the 747-8 program, Tinseth was responsible for developing marketing and in-service support strategies for the new 747-8 airplane, 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.

Before that position, Tinseth served as director of Product and Services Marketing. He was responsible for marketing Boeing’s commercial airplanes and services to airlines, financial institutions and other constituencies globally. During this period, the Marketing team launched innovations such as the new 787 livery, the “Name Your Plane” effort, which 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 the Commercial Airplanes sales efforts at United Airlines, Northwest Airlines, United Parcel Services and Spirit Airlines.

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

Tinseth joined Boeing in June 1981 as a flight test engineer.

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

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