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Dr. Fariba Alamdari

Vice President Marketing



Dr. Fariba Alamdari, vice president of Marketing for Boeing Commercial Airplanes, leads a broad team of experts who support Boeing's product strategy and sales of aircraft and services.

From 2010 to 2013, as vice president of Marketing and Value Analysis, Alamdari was responsible for Commercial Airplanes' go-to-market strategies in regions around the world, as well as analytics, modeling and simulation in support of sales and product development. From 2006 to 2010, as vice president of Future Markets, Alamdari led the Current Market Outlook forecast team and was responsible for economic and financial analysis, airline revenue analysis and network fleet planning. She also led the operation and development of the Customer Experience Center.

Alamdari is an expert in the marketing and economics of the aviation industry, with a specific focus on the strategic implications of airline deregulation. In 2006, she joined Boeing from Cranfield University in the United Kingdom, where she served as chair of the university's Department of Air Transport, professor of Air Transport Management and Dean of the Faculty of Engineering, Manufacturing and Science. In those roles, she worked closely with airlines to help make them more profitable, productive and innovative and also consulted with airports, aircraft manufacturers, regulatory bodies and service providers.

In addition to publishing more than 70 articles and reports on aviation-related issues, Alamdari has chaired and spoken at many international conferences. She is a Fellow of the Royal Aeronautical Society and received the Industry Professional Achievement Award from Women of Color in 2011, Professional Practice Recognition Award from the State University of New York - Institute of Technology in 2010 and Sorenson Best Paper Award in 2000.

Alamdari received a PhD from Cranfield University on the economic impact of airline deregulation in 1988, a Masters degree in transport economics from Cranfield University and an undergraduate degree in politics and economic studies from Tehran University. Alamdari is on

the advisory board of the University of Washington-Bothell and is a visiting professor at Cranfield University. She also serves on the executive board of Neighborcare Health and is a member of Boeing Leadership Development Excellence Executive Council.

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