Randy Tinseth has been vice president, Marketing, for Boeing Commercial Airplanes since April 2007. He is responsible for marketing Commercial Airplanes’ entire family of products and services -- contributing to planning and product development, understanding and communicating market requirements and the market outlook and supporting market positioning and sales activities. Tinseth hosts the Boeing blog, “Randy’s Journal,” http://boeingblogs.com/randy/, which to date has had more than 2.5 million unique visitors.

Tinseth is Boeing’s prime commercial spokesman, spending most of the year on the road talking to media, customers and other stakeholders.

In his previous role as customer’s leader for the 747-8 program, Tinseth was responsible for developing marketing and in-service support strategies for the 747-8 program, executing sales and working with customers. 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 then, Tinseth was director of Product and Services Marketing, 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” web site.

From 1997 to 2001, Tinseth was a Boeing sales director in North America, leading sales efforts at United Airlines, Northwest Airlines, United Parcel Services and Spirit Airlines. He 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, Montana, 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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RSVP: Attendance registration for the Presentation is essential. Please register by clicking on this link: www.raes.org.au/july-lecture-randy-tinseth/ or email by lunchtime Wed 11th July to: sydneybranch@raes.org.au

Everyone is welcome and the lecture is free – the information priceless!