

Randy Tinseth

Vice President - Marketing, Boeing Commercial Airplanes



Randy Tinseth is Vice President of Marketing for Boeing Commercial Airplanes leading the teams responsible for global go-to-market strategies and analysis in support of sales and product strategy.

In this position he has held since April 2007, Randy 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 2006, Randy was the customers leader for the 747-8 program, responsible for developing marketing and in-service support strategies for the new 747-8 airplane, executing sales and working with the customer base.

Before that position, Randy 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 1989 to 2001, Randy held various positions in sales and marketing including manager in the Airplane Economics Group, and sales director in the North America region for United Airlines, Northwest Airlines and United Parcel Services.

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

Born in Kalispell, Mont., Randy 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.

Outside of work, Randy is active in the community serving on the Seattle Aquarium’s Board of Directors. He also sits on Seattle University’s Albers School of Business Board of Directors.