
Fariba Alamdari

Dr. Fariba Alamdari was appointed Vice President of Marketing and Value Analysis for Boeing Commercial Airplanes in June 2006. She leads a group of world-class experts who maintain and shape industry-leading analysis of the commercial aviation market and direct enterprise-wide activities with respect to strategic choices to be made by Boeing Commercial Airplanes.

Prior to joining Boeing, Professor Alamdari was Head of the Department of Air Transport at Cranfield University in England where she was a Professor of Air Transport Management. She was also the Dean of Faculty of Engineering, Science and Manufacturing. She has been awarded Honorary Professorship of the Civil Aviation University of China.

Fariba is the author of a large number of articles and reports on aviation related issues. She has advised airlines, airports, aircraft manufacturers, regulatory bodies and service providers worldwide on matters related to marketing and economics of aviation industry, especially on the strategic implications of airline deregulation including the development and growth of low cost airlines. Alamdari has chaired international conferences and has been the keynote speaker at many major international conferences.

She obtained her PhD on the economic impact of airline deregulation, in 1988 from Cranfield University, has a master degree in transport economics and a first degree in politics and economic studies. She is Executive Board member of British American Business Council, and a Fellow of the Royal Aeronautical Society.