

January 2014

## **DR. KIRAN RAO EVP STRATEGY AND MARKETING**

Dr. Kiran Rao is appointed on the 1st of November 2012 as EVP Strategy and Future Programmes. He will maintain his current role of EVP Sales and Marketing. Prior to this appointment as EVP Sales and Marketing in 2008, he was Executive Vice President Marketing and Contracts from January 2006, Senior Vice President Marketing & Pricing Policies from October 2004 and worked from September 2000 to 2004 as Vice President of Sales for South Asia and Africa.



Dr. Rao began his professional career with a spell in the Aerodynamics Department of British Aerospace at Hatfield from 1988-89, working on flight-control systems. Dr. Rao then joined British Aerospace's Marketing Group, working on sales campaigns in India, the Middle East and Southeast Asia.

He joined Airbus in December 1992 as Airline Marketing Manager. In August 1994 he was promoted to Director of Airline Marketing for Airbus Industrie of North America (AINA), based near Washington DC. Dr. Rao was appointed President of Airbus Industrie India in April 1996, based in the Indian capital city, Delhi. Dr. Rao was then promoted to Vice President of Sales for South Asia and Africa in September 2000.

Dr. Rao was born in Bangalore in December 1963 and his primary education was at Bishop Cotton High School in the city. A secondary education at Chatham House Grammar School in the UK was followed by a BSc degree in Aeronautical Engineering at City University of London from 1982-85. His studies continued, also at City University, sponsored by British Aerospace (now BAE Systems) at Hatfield, on a PhD in transonic aerodynamics from 1985-88.

He is married and has three children. His wife also has a PhD in Aerodynamics. Dr Rao's interests include cricket, diving and motorsports.

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