

Boeing Service Company teams with ASU Center for Services Leadership



The Arizona State University in Tempe, Arizona, home to the Center for Services Leadership at the W.P. Carey School of Business. [Arizona State University photo]

At the base of an ancient red clay rock formation in Tempe, Ariz., is one of this country's most modern and prestigious schools. Arizona State University is home to the Center for Services Leadership at the W. P. Carey School of Business.

This week, Boeing Service Company Director Joe Shaheen was appointed to the center's advisory board. It is a move that is part of the BSC's strategic plan to grow into new service markets and provide exceptional service to its existing customer base. Boeing Service Company is part of the Boeing IDS Global Services & Support's new Defense & Government Services business.

On February 5-6, Shaheen attended the annual ASU Center of Services Leadership Board Meeting, where member company representatives spent the day discussing current service-industry challenges and opportunities such as services sustainability, business-to-business service strategy and customer advocacy.

"I'm extremely proud and honored to be able to be a part of the Arizona State University's Center for Services Leadership advisory board," said Shaheen. "Over the years, I have seen how partnering with the CSL accelerates a company's ability to compete and excel in global markets."

The internationally acclaimed center works to improve business and academic understanding in the growing services market. Founded in 1985 at a time when most business schools were focusing on products and manufacturing, the CSL found its niche leveraging the "Best of Practices" of the world's most successful service-oriented companies.

"We were really ahead of our time," said Stephen Brown, ASU executive director for Center Services and center founder. "There were maybe a handful of academics and business people who were interested in the services area, but there was no organized entity to study it. We were it."

Good Company

Shaheen is in good company at the center. The affiliation joins Boeing with a long list of service-oriented companies that are already CSL members -- IBM, Marriott, CISCO Systems and Oracle. "The resources at this center are boundless," said Shaheen.

Boeing Service Company programs range from handling broadband communications on U.S. government VIP aircraft to managing GPS satellites, readying rocket payloads, missile-range management and running facilities for some of the nation's most important intelligence communities.

"I'm looking forward to learning from other member companies who are growing their services business and are on a similar journey towards excellence in customer-centric service marketing and management practices," said Shaheen. "It's also a unique opportunity to share some of Boeing's project management experiences and best practices."

Greg Deiter, vice president of Boeing Defense & Government Services said, "This working relationship with such a well respected business school helps us stay on the cutting edge of new business practices. The fact that the school asked Joe Shaheen to be part of their advisory team tells me they look to Joe and Boeing as leaders in the services industry."

For more information on the resources at the Center for Services Leadership as well as Boeing Service Company and its businesses go to the [BSC website](#).

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