



Evolution at Boeing: Technology, Airplanes, & Culture

***1980's; The 7J7: "Boeing's Lost Airliner"; Testing New Technologies & Processes
1990's The 777, "People *Working Together* to Produce the Preferred New Airplane Family"
Culture By Design, how "Boeing's Camelot" Came About***

***Peter Morton
March 6, 2025***

The Journey From the 7J7 to the 777

Summary:

In the 1980's and 1990's new technologies, processes, and new ideas about leadership provided a unique opportunity for Boeing to create a preferred new airplane family...the 777 Program

Abstract:

Following the success of the Boeing 757 and 767 in the mid 1980's, a new market opportunity was emerging for the airlines to serve; requiring capacity and range between the largest 767 and the 747. McDonnell Douglas sought to serve this market with a derivative of the DC-10, and Airbus was ready to follow their A300 wide body twin with a design that could be either a twin or four engine airplane, the A330 and A340. It was an accepted fact that long over water routes (ETOPS) required more than two engines.

Boeing had explored new technologies and processes in the 7J7, and though never launched, the 7J7 platform tested many of these ideas. Several 767 customers were operating ETOPS flights under regulatory waivers. Boeing understood ETOPS better than competitors and felt confident it could capture the superior economic performance of a large twin to offer an unbeatable new 777 airplane family to the airlines.

Peter was the Director of Cost and Program Management on the 7J7, and Director of Customer Training at the time of the 777. He will explain:

- How new technologies and processes were brought to readiness on the 7J7.*
- How customers and Boeing, working together, launched the 777 family.*
- How a new leadership style, branded "Working Together", emerged to change the way Boeing teams, airlines, and suppliers interacted.*
- Peter will explain how the 777, "Boeing's Camelot", evolved into a unique "Culture by Design" to change the way Boeing produced airplanes.*

Biography: Presenter Name



Peter M. Morton's 67-year career has been predominantly in aviation, including pilot and maintenance training, flight deck design, marketing, program management, leadership development, and executive management. Since retiring from Boeing in 2000, Peter has consulted in aviation training, flight operations, air traffic management, unmanned aircraft, flight data monitoring, and executive coaching. He has served on numerous industry boards including the Seattle Museum of Flight (as a trustee and member of the executive committee) and the Aviation Accreditation Board International (AABI). In the latter, he a former President and is co-chair emeritus of the Industry Educator Forum and served on the AABI Executive Committee.

At Boeing, Peter held numerous customer service, engineering, marketing, and general management positions at the Boeing Company retiring as Vice President Human Resources for Boeing Commercial. His favorite assignments: 757 Flight Deck Chief and Director Boeing Customer Training.

Peter earned a bachelor's degree in Aeronautical Engineering in 1958 from Rensselaer Polytechnic Institute, holds certificates for graduate level studies from Columbia University and Seattle University, where he was an executive coach for the Executive Leadership Program in the Albers School of Business.

Peter is involved with mentoring youth in aviation, near his home on Whidbey Island, at the Museum of Flight, for the Seattle Girls' School and at Raisbeck Aviation High School. He served as Chair of the Museum Pathfinder Committee, was inducted as a Pathfinder in 2018. He is chair of the Museum Aeronautical Science Pathway (ASP) Advisory Board. He has flown over 350 flights with the Experimental Aviation Association Young Eagles program. He was a member of the Langley City Council until 2021 and has served on two Langley Committees that advise the Council. Peter is dedicated to the Arts, has served on many non-profit boards and committees, including the Bellevue Philharmonic Orchestra, Whidbey Island Center for the Arts (WICA), and the Langley Arts Fund.

Email questions to: EWPLiveChat@boeing.com

Administrative Details

- **Session is being recorded**
- **Video and presentation materials will be posted on our Ed Wells Partnership (EWP) inSite page: <https://insite.web.boeing.com/culture/viewGroup.do?groupId=102595>**
 - This will also include instructions for manually recording your attendance in My Learning (optional)
- **Please send questions directly to:**
 - GRP EWP Live Chat**
 - <EWPLiveChat@boeing.com>**
- **We will respond to questions at the end of the presentation**

Working Together

Journey from 7J7 to 777

A refresher on the history of *Working Together* at Boeing in 1980s & 1990s

Agenda:

- **7J7: Innovation, Testing New Technologies & Processes**
- **777: Implementing the Magic...Boeing's Camelot...**
- *Working Together* within Boeing Organizations & with Customers & Suppliers
- **Culture By Design; *Love Them Up!***
- **Have Fun, Enjoy a Bit of Aviation Art**
- **Conversation, Q&A**