



FOR IMMEDIATE RELEASE

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Announcing the OLI GLOBAL Executive Aerospace and Space Advisory Consortium

Positioned to Drive Industry and Business Success

Seattle, WA, November 5, 2020—olicomms.com – They are executives who have helped run the world's leading aerospace companies. Now, they are positioning to help the aerospace and space industries and businesses around the world excel through the OLI GLOBAL Executive Aerospace and Space Advisory Consortium™, a division of Washington-based OLI Communications.

OLI GLOBAL™ brings together an elite team of executives who have been at the nexus of strategy, marketing and branding, research and development, engineering, employee diversity and training, production, maintenance, supplier management, sales and business development, financial efficacy, and more. OLI GLOBAL members have had the highest levels of responsibility and clearances at OEMs, manufacturers, engineering firms, and airlines.

OLI GLOBAL consortium members will provide industry advisory and position papers, market intelligence, and consulting services to the industry and to individual businesses.

“These are high ranking executives with experience steering the world's most prominent aerospace and space conglomerates. They have led the way on technology, processes, communications, innovation, and market trends, and now aim to provide insights and expertise to help businesses achieve and exceed their goals,” said Kelly Maloney, OLI CEO.

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“The timing for launching the OLI GLOBAL Executive Aerospace & Space Advisory Consortium cannot be overstated because this industry has been hit especially hard as a result of the global pandemic. The council brings together decades of tested, real-world, experiences to help the industry navigate through these difficult times and effectively position themselves to come out stronger than before,” said Steve Haro, former CMO, VP Global Marketing and Strategy, Mitsubishi Aircraft Corporation. Through OLI GLOBAL, Haro is available for business, brand, and 360 Go-to-Market development.

OLI GLOBAL clients can choose to work with an individual expert from OLI GLOBAL or gain expanded insights by bringing together a team of experts from the network.

“We believe OLI GLOBAL can help during these tumultuous times, and soaring beyond them, by offering in-depth market intelligence to the industry and by providing businesses in need with a trusted advisor to help them navigate into favorable conditions,” said Maloney. Whether businesses need a one-time strategic boost, or a long-term commitment, OLI is here to help them soar above.”

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ABOUT OLI

OLI is a majority woman-owned, purpose-driven, full-service strategic branding and marketing communications and operations agency founded and run by Kelly Maloney from 2000 to 2012 as In House Communications. Jay Maloney joined the organization as a strategic partner in September 2020, when they reinstated the agency as OLI Communications.

“Outside Looking In,” OLI is able to be objective, pulling on different skill sets and experts around the world to help maximize the value customers get from the team. OLI can become an extension of customers’ internal teams, providing them with a seamless experience. That’s why the OLI tag line includes the secondary messaging of “Inside Looking Out (ILO).”



Kelly is past president and CEO of the Aerospace Futures Alliance and the Washington State Space Coalition. In her role as CEO of OLI, Kelly oversees all aspects of communications offerings to the firm's customers, business development, and strategic relationships.

Jay is past president of Maloney Aerospace Advisors and a former Vice President of Fleet Services at Boeing. In his role as president and CFO at OLI, Jay will provide C-level services through OLI's Cross Industry Strategic Solutions offerings, working domestically and internationally to advise a variety of industry sectors on development and implementation of strategic and tactical solutions.

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