For Release:

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NASA DEPUTY DIRECTOR COMPLETES HARVARD BUSINESS SCHOOL ADVANCED MANAGEMENT PROGRAM

Paul F. Holloway, deputy director of the Langley Research Center, recently completed the 102nd session of the Advanced Management Program (AMP) at Harvard Business School in Boston, Massachusetts.

Holloway was one of 159 graduates of the rigorous 11-week program for senior corporate executives. The practice-oriented program employs an innovative, three-tier curriculum to prepare corporate leaders to deal with issues and problems facing top level management in the next decade.

While at Harvard, Holloway studied with other senior executives from around the world representing 31 countries. The program began with a discussion of general management tools, covering such topics as corporate finance, marketing, management systems and organizational behavior. After an examination of important recent developments in business strategy formulation and implementation, the AMP focused on the issues of corporate management. This segment provided the program's major emphasis and dealt with such topics as corporate strategy and organization, ethical
considerations in corporate decision-making, management succession, and business, government and media relationships.

As Langley deputy director since February 1985, Holloway is general manager of the center, reporting to the director. He is responsible for directing research and technology programs and for institutional management of all facilities and equipment.

Holloway joined the Langley staff in June 1960 as an aerospace research engineer. He has served as a section and branch head, division chief and director for space. He has been Langley's external spokesman since 1973 for Space Shuttle support, and was instrumental in establishing NASA's Orbiter Experiments (OEX) Program, which uses the Shuttle as a research vehicle.

Holloway received the Senior Executive Service's Distinguished Presidential Rank Award in January 1988 for "sustained extraordinary accomplishment in management of programs of the U.S. Government and for leadership exemplifying the highest standards of service to the public, reflecting credit on the career civil service." He has also received the Presidential Rank of Meritorious Service, a NASA Outstanding Leadership Medal and a NASA Exceptional Service Medal for sustained accomplishments in federal service.

A native of Poquoson, Holloway graduated from Poquoson High School in 1956. He earned a bachelor of science degree in aeronautical engineering from Virginia Polytechnic Institute in 1960, and did graduate study in physics at the College of William and Mary.

Holloway and his wife, the former Barbara Jane Menetch, live in Poquoson. They have one son.

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