

# Online Journal of Space Communication

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Volume 8  
Issue 15 *Women in Space (Spring 2009)*

Article 28

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October 2021

## Profile of Penelope Longbottom

Mary Frost

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### Recommended Citation

Frost, Mary (2021) "Profile of Penelope Longbottom," *Online Journal of Space Communication*: Vol. 8 : Iss. 15 , Article 28.

Available at: <https://ohioopen.library.ohio.edu/spacejournal/vol8/iss15/28>

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Penelope Longbottom  
Founder and President, Longbottom Communications

Founder and President Penelope Longbottom is a seasoned PR and marketing communications professional with over 20 years executive office experience with Fortune 100 multinational corporations and domestic and international start-ups, primarily in satellite communications and defense. She formed

Longbottom Communications in 2000.

Prior to forming Longbottom Communications, Longbottom was Vice President, Corporate Communications for Washington, D.C.-based XM Satellite Radio, Inc., the first of two U.S. licensed digital satellite radio providers to launch service in the U.S. At XM, her responsibilities encompassed media, public and investor relations and marketing communications. In addition to shaping and implementing communications strategies and tactics to position XM nationally as the next generation of radio, Longbottom was responsible for employee communications for the innovative national radio service.

Previously, Longbottom served as Vice President, Communications and Branding for Lockheed Martin Global Telecommunications (LMGT), a unit of Lockheed Martin Corp. Assigned to LMGT's London office in 1998, she was a key player in establishing a global presence for LMGT's Russian satellite partnership, Lockheed Martin Intersputnik (LMI).

Longbottom cut her satellite "teeth" in the mid-80s with satellite pioneering firm Hughes Communications, Inc. (HCI). During her 12-year tenure at HCI, Longbottom was on the leading edge of new technologies and entertainment services with the Hughes Electronics, Inc. subsidiary in Los Angeles. As Vice President, Corporate Affairs, she was the principal architect in shaping the identity and directing external and internal communications for HCI, then the world's leading private satellite operator (subsequently merged with PanAmSat in 1996 which in turn was purchased by Intelsat in 2006).

At HCI Longbottom headed a multi-disciplinary team comprised of PR, Advertising, Marketing Communications, Exhibits and Graphic Services. Among its many milestone credits, this team was responsible for creating the DIRECTV brand, and supporting the early brand and marketing strategies of HCI partnerships JCSAT (Japan's first commercial satellite communications firm), and the American Mobile Satellite Corporation (AMSC), the first U.S. mobile satellite system. Following the PanAmSat merger Longbottom served as Vice President, Communications and Brand Management for DIRECTV International, which subsequently merged with the company's flagship U.S. DIRECTV, Inc., unit.

During her Hughes tenure, Longbottom was instrumental in forming the Satellite Industry Association (SIA), now a respected trade organization representing U.S. satellite manufacturers, operators and major suppliers. She was elected and served as SIA founding chairman from April '95 to Dec. '96. She is a member of the board and former chairman of the Program Committee of the Washington Space Business Roundtable (WSBR), a board member ex-officio of the Society of Satellite Professionals International (SSPI), and a member of the National Press Club and the Public Relations Society of America.

Starting in the early '70s through 1985, Longbottom held progressively senior communications and/or program management positions with the National Automobile Dealers Association (NADA) in McLean, VA, and Toyota Motor Sales, USA, Torrance, California. Born and educated in the United Kingdom, Longbottom has made America her permanent home since the 1960's. She became a naturalized U.S. citizen in 1977. In addition to her UK undergraduate studies, she received certificates of advanced business and international marketing management from UCLA's John E. Anderson Graduate School of Management.