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BUSINESS PEOPLE

Microsoft President Comes From Boeing

The Microsoft Corporation has found a new president and chief operating officer in its own backyard. He is Michael H. Hallman, president of the Boeing Company's Computer Services division, near Microsoft in the Seattle area.

The choice of Mr. Hallman is something of a surprise, since Microsoft, the largest personal computer software company, had been expected to turn to someone from the industry. Mr. Hallman, who will join Microsoft on April 2, replaces Jon A. Shirley, who announced his retirement in December.

In fact, though, Mr. Hallman has been running what could rival Microsoft as the largest computer company in the Seattle area. Boeing Computer Services, which handles the internal computer operations of the aircraft company, has 13,000 employees and manages 43,000 personal computers. The division also sells computer services, in particular designing complex systems for the Federal Government. Revenues are about \$360 million.

William H. Gates, founder, chairman and chief executive of Microsoft, said in a statement that Mr. Hallman would bring new insights into the ways Microsoft could work better with large customers. Microsoft has

recently started offering consulting services to help large companies manage their computer installations.

But Mr. Hallman said it was too early for him to have any specific agenda for what he would like to do at Microsoft.

The No. 2 job at Microsoft requires working on day-to-day operations in the shadow of Mr. Gates, a brilliant but demanding boss who sets the company's technical agenda. But Mr. Hallman, who is 44 years old, said he has got to know Mr. Gates over the last several months and expects no problems.

"I guess I've worked for a lot of so-called tough guys," said Mr. Hallman, who spent 20 years at a variety of positions at the International Business Machines Corporation before joining Boeing in 1987. "We've had a lot of time to insure the chemistry is right, both with Bill and the other senior executives."

Mr. Hallman has bachelor's and master's degrees in business from the University of Michigan and is married with two teen-age daughters. An avid personal computer user, Mr. Hallman said he liked to experiment with different programs.

ANDREW POLLACK

A Top Position Is Filled By Warner-Lambert

The Warner-Lambert Company yesterday named Lodewijk J. R. de Vink as president of United States operations, moving him onto a track that could take him to the presidency. Warner-Lambert's chairman and

planning process." Mr. Williams, the chairman, added in a statement that the changes were intended to "enhance the development and experience base of our senior executives."

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chief executive, Joseph D. Williams, 63, who faces mandatory retirement in August 1991 at age 65, has said that he will be succeeded by Melvin R. Goodes, 54, the company's current president and chief operating officer.

Mr. de Vink, 45, is taking a title that has not been used since 1985; it was Mr. Goodes's springboard to the presidency.

Mr. de Vink is now president of international operations. His job will be filled by John F. Walsh, 47, president of the Canada/Latin America Group. Mr. Walsh will report to Mr. Goodes.

The company said the changes had been made to support "the succession

Warner-Lambert, based in Morris Plains, N.J., sells health care and consumer goods worldwide and employs 33,000 in 130 countries.

Mr. de Vink joined Warner-Lambert in 1988 after a 20-year career at Schering-Plough, where from 1986 to 1988 he was president of international operations. In his new post, he will have three big Warner-Lambert groups reporting to him — consumer health products, the American Chicle group and Parke-Davis.

A native of the Netherlands, he is a graduate of Washburn University and holds an M.B.A. from American University. DANIEL F. CUFF

EXECUTIVE CHANGES