



# INTER OFFICE MEMO

**TO:** All Employees

**AT:**

**DATE** 04/21/83

**FROM:** Mike Cascone *MC*

**AT:** Senior Vice President,  
Marketing

**SUBJECT:** REALIGNMENT OF MARKETING ORGANIZATION

During the recent Executive Staff Planning workshops, two of the major assignments the Marketing Group accepted accountability for were: 1) Product Consolidation and 2) Developing a specific marketing program for target industries (the Hospital Industry is the first priority). In order to focus efforts on these projects and in response to some of the previously announced organizational changes, Fabian Fuentes will move back to the Home Office, effective May 1, 1983.

Fabian will be assigned as Vice President, Product Management and will report directly to me. The following functions will report to Fabian:

- Sales Training ✓ Mike Sapp
- FCIA ✓ Bob Fetzer
- Small Group Product ✓ Tom Purvis
- Major Accounts Bert Bevis
- Special Industry Markets Don Stewart

Thank you in advance for your support of Fabian and his staff.

MC/eg