



INTER OFFICE MEMO

TO: BILL AREHART

AT: 15T

DATE 1/7/87

FROM: Ed O'Neil

AT: VP Group Marketing

SUBJECT: MARKETING PROMOTION - MARTY THORSEN

Marketing recently reorganized in order to be more responsive to the marketplace. Local Group is a part of this reorganization and is now Group Marketing.

Group Marketing provides the marketing presence to integrate Blue Cross and Blue Shield's diverse programs at a local level. To accomplish this, seven district markets have been formed. A District Director will be responsible for each district and improving Blue Cross and Blue Shield's local position in that district. It is my pleasure to announce the promotion of Marty Thorsen as the Fort Lauderdale District Director.

Marty began his BCBS career as a Sales Representative with the Massachusetts Plan. In 1983, Marty joined the Florida Plan as a Sales Consultant in Orlando. In 1984, Marty was promoted to Account Executive in Orlando. In 1985, he was promoted to Manager of Hospital Industry and ABC Relations and then, in June, 1985, Marty was promoted to Fort Lauderdale District Manager.

Please join me in congratulating Marty on his new assignment.

EO/ag

Distribution: A-E

Ed O'Neil