



INTER OFFICE MEMO

TO:

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RVP

DATE

1/11/89

FROM:

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SUBJECT:

ORGANIZATIONAL ANNOUNCEMENT

I am pleased to announce the appointment of Paul Jennings to the position of Vice President, Direct Marketing effective January 23, 1989. Paul will report directly to me.

Paul comes to Blue Cross Blue Shield of Florida from Colonial Penn Group in Philadelphia, Pennsylvania, where he served in a variety of positions from 1973 including Chairman and Chief Executive Officer, Intramerica Life Insurance Company of New York; Senior Vice President, Life/Health Operations; Vice President, Data Processing; and other management assignments in claims processing, Tele-marketing, Assigned Risk and Customer Service. Before joining Colonial Penn, Paul held a number of management positions with CitiBank in New York.

Paul attended Graduate School at Temple University and received his BS in Psychology at LaSalle College. He served in the U. S. Army from 1968 to 1970. Paul is married and has five children.

Please join me in welcoming Paul and in extending him your support and cooperation.

KCO/jdf

Distribution: A - C