



OFFICE MEMO

JEAN HULL

WEC

DATE 10/20/89

TO:

FROM: T. E. Albright *Jon NE*

SUBJECT: MARKETING ORGANIZATION STRUCTURE

In my 10/4/89 memo describing our market segmentation approach, I indicated I would notify you of the marketing organization structure which will support it. This memo is intended to do that. Please keep in mind that our strategies and structures continue to evolve and other changes may occur in the future as a result of our planning.

Bill Reed is now responsible for FEP and Corporate Accounts, which includes the State Account. Reporting to Bill are Robert Pralle for Corporate Accounts, Bob Endriss for FEP, and Jim Hopper for the State account. Bill will be in the lead sales role for these critically important accounts and will continue to report to me.

Fabian Fuentes is responsible for National Accounts, including Par, Control and Serviced business. Fabian will be in the lead sales role for National Accounts and will report to me.

Tony Hubbard will continue as Chairman of the National and Corporate Accounts MST and will continue reporting to me. He also has leadership responsibilities for functional planning and administrative activities for all National and Corporate Accounts business.

Hal Fahner will expand his matrix relationship with the Regions to provide key account support for sales and renewals. He will continue to provide sales administration, market/territorial analysis, advertising, research and planning, and sales training support. The other marketing areas will be organized as they currently are.

Please give Bill, Fabian, and Tony your support as we manage this important segment of our business.

TEA/ag

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