

News Release



February 2, 1993

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LAKE MARY RESIDENT PROMOTED TO SALES MANAGER WITH BCBSF

JACKSONVILLE -- Peter Burchett, regional vice president for Blue Cross and Blue Shield of Florida (BCBSF), today announced the promotion of Lake Mary resident Jon Urbanek to the position of sales manager for the company's central region office, located in Orlando.

In his new role, Urbanek will lead sales activities and marketing planning in central Florida for the company's products. He will manage 10 employees.

Urbanek joined BCBSF in June 1988 as an account representative responsible for the Daytona Beach area. In 1990, he was promoted to the position of manager of major accounts.

He is a 1985 graduate of Florida State University. To help improve the quality of life for others in his community, he participates in volunteer activities associated with the March of Dimes.

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