

FOR IMMEDIATE RELEASE  
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## **Blue Cross and Blue Shield of Florida Announces Appointments**

JACKSONVILLE – Blue Cross and Blue Shield of Florida, Florida's leading health care company, is pleased to announce the following appointments:

<u>Individual</u>	<u>Title</u>
• Glenn Baker	Vice President, Northern Geographic Business Unit Sales
• Keith Coker	Vice President and Segment Champion, National/House
• Jean G. Hull	Vice President, Central Geographic Business Unit Operations
• John Kennett	Vice President, Banking and Investments, and Chief Investment Officer
• Kathy G. Orr	Vice President, Human Resources - Program Design and Development

Blue Cross and Blue Shield of Florida (BCBSF) is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. A financially-strong, tax-paying mutual company, BCBSF is subject to the same regulations by the Department of Insurance as other health plans operating in Florida.

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**Note to Editors:** *Biographical information on all named individuals is attached.*



**GLENN BAKER** is vice president of sales for the northern geographical business unit where he is responsible for leadership and management of the sales force and sales processes throughout the counties of north Florida. Baker, a graduate of Ohio State University with a degree in marketing, joined BCBSF after serving as vice president of sales for the Neighborhood Health Partnership in Miami. He also held several progressively responsible sales positions with John Alden Life Insurance Co., where he served as a regional and district sales manager in the Miami area and as a sales representative in Tampa and Columbus, Ohio.

**KEITH COKER** is vice president and segment champion for national/house. Coker joined BCBSF in 1974 and has served in a variety of capacities including: national marketing director for BCBSF's subsidiary, Provider Automated Services; as a member of the health care services division where he was responsible for implementing the Payment for Professional Services program; and as director of the Federal Employees Program in the marketing and sales division. Coker obtained his B.A. from Florida State University.

**JEAN G. HULL** is vice president for the central geographic business unit operations. Hull began her career with BCBSF in 1983 as a planning analyst in the information operations division and subsequently served in a number of positions including: customer relations technical analyst; marketing manager for the senior market; director of direct response sales; and director of marketing information management. In her current position, she is responsible for meeting the needs of BCBSF's customers in central Florida and point of service/major accounts. Hull holds a B.A. degree in English from Georgia State University and a M.A. in Business Administration from Jacksonville University.

**JOHN KENNETT** is vice president, banking and investments and chief investment officer with responsibility for investment management, cash management & bank relationships, bank account reconciliation, corporate collections, corporate cash receipts, and claims and miscellaneous income. Kennett joined BCBSF in 1976 as an accountant and has held numerous professional and management positions in accounts receivable, national accounts, financial reporting and treasury. Most recently, he was director of the treasury division, where he provided leadership in developing and implementing BCBSF's investment strategy, as well as providing staff support to the finance committee of the board of directors and the internal investment committee. Kennett received a bachelor of Business Administration in Accounting from the University of North Florida. He is also a certified cash manager and a Level II candidate in the Chartered Financial Analyst Program.

**KATHY G. ORR** is vice president, human resources for program design and development. Orr joined BCBSF in 1987 as director of compensation and benefits in the human resources division. From 1991 to 1997, she served as a director in the product and market management division. Prior to joining BCBSF, Orr held leadership positions in compensation and benefits with several large national companies, including Federated Department Stores and Atlantic Richfield Oil Company. She currently serves on the board of directors of Big Brothers/Big Sisters of Greater Jacksonville and the board of directors of Volunteer Jacksonville. Orr holds a B.A. in Marketing from the University of Wisconsin and has done graduate studies at the Wharton School of Business, University of Pennsylvania. She has also attained professional accreditation from the American Compensation Association and the Society for Human Resource Management.

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