



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association
Serving Residents and Businesses of Florida.

Tanya Easterling Senior Manager, Market Development – Central Region

Tanya Easterling is the Senior Manager, Market Development for Blue Cross and Blue Shield of Florida (BCBSF). In this role, Tanya is instrumental in developing and leading a public affairs strategy that is executed in alignment with the business goals and objectives of BCBSF. She has also developed programs to reach out to underserved communities and increased the company's overall presence in the Central Florida region, all while managing more than 100 events a year.

Prior to BCBSF, Tanya was the Area Marketing Director for Chick-fil-A where she created a highly successful marketing campaign for the brand's 30th anniversary. Her creative thinking led to the creation of a \$0.76 sandwich promotion which garnered the brand record-breaking sales, significant increases in brand awareness, and a widely known viral marketing campaign.

Before joining Chick-fil-A, Tanya was with the Target Corporation as a Community Relations Specialist. In addition, she has worked with the Walt Disney World Co. in a variety of roles including Diversity, Community Relations and Public Affairs. Tanya was awarded Partners in Excellence, the most prestigious award that can be bestowed on a Disney employee.

Throughout her career, Tanya has been instrumental in creating revolutionary and civic-oriented programs that have not only improved the bottom line, but created more effective and efficient practices for her employers.

In addition to the contributions Tanya has brought to the local community through her work with BCBSF, she serves as a board member for Hispanic Chamber of Commerce of Metro Orlando, Kids House of Seminole County, BusinessForce and the Hispanic Heritage Scholarship Fund. She is also an active member of the United Arts Standards and Allocations Committee, and a graduate of Leadership Orlando Class 80. Tanya was recently honored as a finalist in the *Up and Comer* category for the Orlando Business Journal's Women Who Mean Business awards.

Tanya holds a Bachelor of Arts in Public Relations and Advertising from the University of Central Florida.

Blue Cross and Blue Shield of Florida is a leader in Florida's health industry. BCBSF and its subsidiaries serve more than 8.6 million people. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please see its web site at www.bcbsfl.com.