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MINNESOTA AMA OCTOBER MONTHLY MEETING

Driving Brand Evolution from the Inside Out

Speaker Scott Heimes, Senior Vice President, Marketing & Consumer Solutions,
Commercial Services Division, UnitedHealth Group

When an established and highly successful B2B corporation makes a change to better serve its customers, everybody will know about it. But when these changes entail two different brand evolutions – including new logos, brand identities, positioning, websites and collateral – there exists a process and strategy that few will ever see.

Scott Heimes is the Senior Vice President, Marketing & Consumer Solutions for the Commercial Services Division of UnitedHealth Group. Scott led a separate brand evolution for Ingenix and OptumHealth, the two unique organizations that comprise the Commercial Services Division.

Date & Time

Tuesday, October 9, 2007

7:30 – 9:30 AM: Registration, Networking, Program, Q&A

Location

University of St. Thomas
Minneapolis Campus, Thornton Auditorium
1000 LaSalle Avenue
Minneapolis, MN 55403
(612) 926-4000

Cost

Member \$25

Guest \$50

Student \$15

(walk-ins add \$10 to the prices above)

Register at www.mnama.org; call the AMA Minnesota office at 651-917-6241 or email office@mnama.org with any questions.

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