



Delta Dental of Wisconsin
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FOR IMMEDIATE RELEASE

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Delta Dental Announces Sales Staff Changes

Christophersen promoted; Vinopal hired

Stevens Point, Wis., March 8, 2016 - Delta Dental of Wisconsin's sales team is growing with the promotion of Kim Christophersen as Director of Sales, and the addition of Betsy Vinopal as Director of Account Management.

Christophersen assumed the new Director, Sales position as of February 8. She will provide leadership and coordination of group sales functions, including development and implementation of sales plans and new business strategies.

Christophersen previously served as Director, Account Management since 2015. She joined Delta Dental of Wisconsin in 2008 with increasingly progressive roles.

Vinopal began her role as Director, Account Management on February 10. She will work out of Delta Dental's Milwaukee sales office.

Vinopal joined Delta Dental from UMR, a UnitedHealthcare company where she was employed since 2002, most recently serving as Director, Account Management. She holds a Bachelor of Art's degree in marketing from the University of St. Thomas.

"We're pleased to welcome Betsy, who has the experience to lead our account management and account representative teams," said David Peterson, Delta Dental of Wisconsin's Vice President of Sales and Marketing. "And we're delighted that Kim will advance again within the organization to lead our sales team. These changes truly bolster our sales and customer retention efforts and position Delta Dental of Wisconsin for continued success."

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About Delta Dental of Wisconsin

Delta Dental of Wisconsin is the state's No. 1 dental plan, providing dental insurance to 1.8 million subscribers and their dependents. Delta Dental has made dental benefits easy – through exceptional service, quick and accurate claims payments, providing the most in-network dentists, and by making coverage affordable for companies and their employees. For more than 50 years, the company has been fulfilling its' mission of helping improve oral health and wellness by extending access to care, advancing science, and supporting an effective oral-health workforce.

Delta Dental of Wisconsin (DDWI) is headquartered in Stevens Point, with sales offices in Milwaukee and Madison. As part of the nationwide Delta Dental Plans Association, DDWI joins 38 other Delta Dental plans to serve more than one third of the estimated 191 million Americans with dental insurance.