Greetings, my friend:

Florida Blue is pleased to announce that **Hong Potomski** has been named **Senior Director Regional Business Development** for the northwest region of Florida.

Local commitment to meeting the diverse needs of the communities we serve, including Tallahassee and Pensacola, is critical to the success of our company. Hong has been instrumental in leading key initiatives in the organization in her prior role as Senior Director, Commercial Segment Strategy and Go To Market.

In this new role, she will leverage her experience and network to lead the development and execution of market strategies and plans, establish and nurture key community and business partnerships, identify and implement solutions to enhance market position, and drive results to improve the overall health and wellness of the communities we serve.

Before joining the company, Hong served as the Executive Director for the Andrews Research and Education Foundation at the Andrews Institute. In addition, she has held numerous leadership positions in strategy and operations at a regional health care system. Her passion for operational excellence and commitment to serving patients and members is unwavering.

Hong is a true ambassador for the Panhandle community. She serves on several boards and committees, including University of West Florida Foundation, Mental Health Taskforce, and Covenant Care Foundation. She has also served as chair of Big Brothers Big Sisters of Northwest Florida's Board, vice chair of the Florida Bar's Citizens Advisory Committee, loaned executive with United Way of West Florida, and board member of Junior Achievement of Northwest Florida. Hong is a proud alumna of Leadership Pensacola and Leadership Florida Connect Florida.

She holds a Master of Business Administration and Master of Arts from the University of West Florida and a Bachelor of Science in Business Administration from University of Central Florida.

Join us in congratulating Hong on her new role!

Darnell Smith
North Florida Market President