

Michigan Chamber of Commerce Welcomes Kevin Kaplan as Senior Director of Insurance Services

Lansing, MI

The Michigan Chamber of Commerce announced today that Kevin Kaplan has joined the statewide business organization as Senior Director of Insurance Services.

Kevin Kaplan comes to the Michigan Chamber with a strong background and extensive experience in the insurance industry. His background ranges from direct sales within an agency to the marketing of insurance products to association experience. Kevin most recently served as Marketing Director for Grotenhuis, one of the managing agents for Blue Cross Blue Shield of Michigan. Prior to that, he served as Marketing Director for the Small Business Association of Michigan (SBAM). Kevin holds a bachelor's degree from the University of Wisconsin-Whitewater.

"We are very pleased to welcome Kevin to the Michigan Chamber's Insurance Services team," said Michigan Chamber President & CEO Rich Studley. "With his strong insurance background and broad network of relationships with the agent community throughout the state, we are confident Kevin will hit the ground running and be a strong addition to the Chamber team."

"The Michigan Chamber is committed to growing and expanding its full-service insurance agency," said Barry Robinson, Vice President of Chamber Services and Membership Development. "With Kevin's help, we look forward to achieving our goals in serving the insurance needs of Michigan's businesses."

The Michigan Chamber's Insurance Division was established in 1996 as a full-service independent insurance agency. Staffed by a team of nine seasoned professionals, the Chamber's insurance agency serves more than 400 employers across the state. The Insurance Division is part of Michigan Chamber Services, Inc., the Chamber's for-profit affiliate which, in addition to meeting the insurance needs of employers, provides a full range of services including workshops and seminars, labor law posters and other compliance manuals, and a business brokerage service.

The Michigan Chamber of Commerce is a statewide business organization representing approximately 6,800 employers, trade associations and local chambers of commerce. The Michigan Chamber was established in 1959 to be an advocate for Michigan's job providers in the legislative, political and legal process. It is one of only four state chambers of commerce in the nation accredited by the U.S. Chamber of Commerce.

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