



# NEWS RELEASE

**Immediate Release**

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## **American Academy of Actuaries Welcomes New Communications Director**

**WASHINGTON – 15 March 2010** – The American Academy of Actuaries announced that **Mark Cohen** has joined its staff as director of communications. Cohen, a public relations and marketing executive with 30 years of experience in health care and banking, non-profit and association work, and government and politics, recently served as senior vice president for Vitas Innovative Hospice Care in Miami, where he led the corporation's communications efforts.

“His experience and interests represent a great fit with the American Academy of Actuaries’ goal to enhance its voice while communicating with members, policymakers, the media, and all interested in the work our members do through the Academy,” said **Mary Downs**, the executive director for the American Academy of Actuaries. “Throughout his career, he’s been the chief communications officer for complex organizations in which he was responsible for developing a consistent umbrella message covering media relations, internal communications, marketing, advertising and branding.”

Cohen's health care experience during the past 20 years includes serving as the chief spokesperson for Jackson Memorial Hospital in Miami, Wuesthoff Health Systems in Rockledge, Fla., and the Cleveland Clinic Foundation. In the private sector, he has served as executive director of communications for the Greater Miami Chamber of Commerce and vice president of public affairs for Citibank's consumer banking operations in Florida.

Cohen's career began as a White House news and production aide for the Carter administration, following a year on the 1976 campaign. He later worked for former Sen. Alan Cranston. Cohen attended both the University of Iowa and American University in Washington, where he graduated with a bachelor's degree in journalism. For more information, please contact Andrew Simonelli, assistant director of communications for the American Academy of Actuaries, at 202.785.7872. For more information on the American Academy of Actuaries, please visit: [www.actuary.org](http://www.actuary.org).

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The American Academy of Actuaries is a 16,000-member professional association whose mission is to serve the public on behalf of the U.S. actuarial profession. The Academy assists public policymakers on all levels by providing leadership, objective expertise, and actuarial advice on risk and financial security issues. The Academy also sets qualification, practice, and professionalism standards for actuaries in the United States.