

PRESS RELEASE



California Association of
Health Plans

FOR IMMEDIATE RELEASE:

January 30, 2024

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CAHP Promotes Marjorie King to Director of Business Development

Sacramento, CA – The California Association of Health Plans (CAHP) today announced that long time staff member, Marjorie King has been promoted to serve as the association’s Director, Business Development and Events.

Marjorie joined CAHP in August, 2003 as a receptionist. Three months later she was promoted to Executive Assistant /Legislative Assistant. In 2007, King joined CAHP’s Member Services team as the Meeting and Events Manager. In that role she managed all events, including CAHP’s popular seminar series, annual conference, golf tournament, and other special events.

Throughout the past 20 years at CAHP, King has played an integral role in the major growth of all CAHP events. In her new role as Director, Business Development and Events, in addition to managing all CAHP events, King has taken over the association’s business development role, establishing new and maintaining existing business relationships with event partners, sponsors and vendors, managing all event sponsorships, event exhibitors, and managing CAHP’s various membership levels.

“I am proud to announce Marjorie King’s promotion as CAHP’s Director of Business Development and Events,” said Charles Bacchi, CAHP’s president and CEO. “This is a well-deserved advancement for a superstar in our industry. Marjorie has been instrumental in building CAHP’s exceptional and renowned seminars and events that have provided countless opportunities for education, networking, and business development for our many members and partners in California’s health plan community.”

King attended California State University, Sacramento (CSUS) where she earned a Bachelor of Science degree in Business Management with a minor in Marketing. King also earned a Certified Meeting Professional certification at CSUS and she currently serves as an active member of Meeting Professionals International, Northern California Chapter.

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CAHP is a statewide association representing 43 full-service health plans. Through legislative advocacy, education and collaboration with other member organizations, CAHP works to sustain a strong environment in which our member plans can provide access to products that offer choice and flexibility to the more than 28 million members they serve. For more information, please visit www.calhealthplans.org or call (916) 552-2910.