



Floyd W. Green III

Floyd W. Green, III is Vice President and head of Community Relations for Aetna, Inc. He is responsible for developing community grass roots marketing strategies to assist in maximizing opportunities in new business development, customer retention, healthcare disparities and strategic partnerships. Because of his work, he has spoken nationally on “How to Go to Market” and Marketing to Diverse Consumers. In addition, his voice has been heard on radio stations across the country addressing the state of health and health literacy issues affecting people of color.

As officer and Vice President of Account Management for Horizon Behavioral Services (HBS), a subsidiary of Horizon Health Corporation, Floyd was responsible for growth strategies of all HBS’ existing business through marketing, upselling and expansion activities for 2.3 million Commercial, Medicare, Medicaid and ASO behavioral health care customers. As corporate officer and Vice President of National Accounts for PacifiCare Health Systems, Floyd was responsible for generating new business sales and expansion activity for multi-state Commercial and Medicare customers. As Vice President of Group Retiree Sales and Marketing, he was responsible for the total sales and marketing efforts for all pre and post Medicare customers nationally.

Prior to PacifiCare, he served as Director of Sales and Marketing for Kaiser Permanente, where he was responsible for close to 700 million in annualized revenue. In addition, his efforts helped Kaiser penetrate the African American market by creating their first comprehensive marketing and sales strategy.

Floyd graduated Magna Cum Laude from Lincoln University in Oxford, Pennsylvania with a B.S. degree in History/Public Affairs. He received a MBA in Marketing/Strategy from Pepperdine University’s Graziadio School of Business and Management, Malibu, California. He currently serves as a Possibility Thinker for PennGood and Associates. In addition, he is on the boards of the Center for Disease Control (CDC) National Partnership Board for HIV/AIDS, the Greater Hartford Urban League, Tony Award winning Hartford Stage (CT), Xavier University’s Corporate Advisory Board, New Orleans and just recently honorary chair for the 105 Voices of History Celebration honoring the choral works on Historically Black Colleges and Universities (HBCUs) campuses across the country.

He is a member of the Executive Leadership Council (ELC), 100 Black Men of America, the National Association of Health Services Executives, the National Alliance of Market Developers and a lifetime member of the National Black MBA’s and Alpha Phi Alpha Fraternity Incorporated.

Floyd is the recipient of many professional and civic awards including a presidential meeting with Jimmy Carter to discuss foreign and domestic policies of the United States; Who’s Who Among American Colleges and Universities, the Outstanding Young Men of America Award, the International Global Award for Excellence in Health Care Marketing, 2005-2006 Empire Who’s Who in Business, 2007 International Aurora Gold Award for Excellence in Marketing, 2007 Greater Hartford Urban League’s Volunteer of the Year, the National Newspaper Publishers (NNPA) Chairman’s Award, the 2008 100 Black Men Distinguished Leader Award, 2008 Kappa Alpha Psi Community Leader Award, 2009 Sankofa Award for service to the Hartford community and the Advocate of the Year Award for Business Diversity.

Born in Newport News, Virginia, Floyd now resides in Hartford, Connecticut.