

## Access to Experts



**Carey Hepler**  
Marketing Innovation Director  
Blue Cross Blue Shield of Florida

Carey specializes in the full cycle of new product development, including needs identification and analysis, conceptual design and implementation and launch. In addition, he has a Black Belt in QFD (Quality Function Deployment). His background in analytics includes roles as a SAS and SQL programmer, TQM Quality Manager and Marketing Financial Analyst.

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