

Eric Petersen Appointed Farmers Insurance® Regional Marketing Vice President, Eastern Markets

LOS ANGELES, Jan. 17, 2011 /PRNewswire/ -- Eric Petersen, Farmers Wisconsin State Executive Director, has been appointed Regional Marketing Vice President of Farmers Eastern Markets, effective immediately, according to Farmers Insurance.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

"I congratulate Eric on his promotion," noted Farmers Senior Vice President of Eastern Markets, Scott Stice. "Eric's leadership ability and extensive knowledge of marketing makes him a perfect fit for our Eastern markets. His work in the marketing field will help Farmers continue positive growth in the New Year."

Mr. Petersen began his Farmers career in 1989 as an agent in Tucson, Arizona. He joined the employee force in 1991 as a Claims representative and worked his way up the claims ladder to New Mexico branch Claims manager in 1998. He relocated to Los Angeles as a division Marketing manager in 2001, and in 2006 he was promoted to his current position.

Mr. Petersen holds a Bachelor's degree in Marketing from Utah State University, and currently resides with his wife in Pewaukee, Wisconsin.

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