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Humana Appoints President of Enterprise Growth
*David Dintenfass to lead new centralized function focused on
customer experience, sales and marketing*

LOUISVILLE, Ky. — January 25, 2024 — Leading health insurer and health care services company [Humana Inc.](#) (NYSE: HUM) announced today that it has named **David Dintenfass** as President of Enterprise Growth. In this new role, Dintenfass will have responsibility for leading the company’s growth plan with a primary focus on customer acquisition, retention, and experience. The creation of this position, and its emphasis on the customer and digital experience, will help Humana deliver on its long-term strategy and maximize long-term growth within the Medicare Advantage market. By 2030, one in five Americans is projected to be 65 years old or older, and Humana is the second largest MA provider in the U.S. with more than 5 million customers today.

“David has a 30-year track record of delivering outstanding financial and organizational results across a range of businesses. He knows how to leverage digital capabilities to enhance the customer and broker experience and drive growth,” said **Bruce Broussard**, President and CEO of Humana. “He’s a strategic leader who is customer obsessed, digitally savvy and data driven and can help us maximize investments and act on current and future trends. As we work to make healthcare easier and improve patients’ health, we need a cohesive, multi-year strategy that evolves how we think about attracting new customers and importantly, how we keep them.”

Dintenfass joins Humana from Fidelity where he served as Executive Vice President, Head of Products and Emerging Growth Markets. He will report to **Jim Rehtin**, Humana’s Chief Operating Officer and President, effective February 5, 2024.

Under Dintenfass, the company will centralize its sales, marketing and experience capabilities with a collective focus on customer acquisition and retention to ultimately drive sustainable and profitable growth. This holistic approach will help elevate the customer and broker experience, transform product offerings, and ensure a cohesive digital strategy. This includes incorporating increased innovation in digital and marketing capabilities to drive awareness of and uptake in products.

The initial focus will be on the growth of Humana's insurance businesses, but the role will also partner with CenterWell and its execution of the integrated health strategy focused on increasing the penetration of health plan members using CenterWell primary care, home solutions and pharmacy offerings.

A seasoned general management, marketing and sales executive, Dintenfass has more than 30 years of experience across consumer-packaged goods, consumer banking and wealth management/financial planning. He spent 13 years at Procter & Gamble in a series of leadership roles responsible for market penetration, customer segmentation, and global P&L growth. In 2010, he was recruited to Bank of America and helped lead the integration of the MBNA and Merrill Lynch businesses into the bank's enterprise growth strategy. Five years later, he was tapped to join Fidelity to lead its enterprise segments team focused on building customer-centric strategies, new product offerings, and innovative experiences to grow with core and underpenetrated customer segments.

Dintenfass started his career as a consultant at McKinsey & Company. He has a Master of Business Administration degree from Harvard Business School and a dual Bachelor of Arts degree in Economics and International Relations from Brown University.

About Humana

Humana Inc. is committed to putting health first – for our teammates, our customers, and our company. Through our **Humana** insurance services, and our **CenterWell** health care services, we make it easier for the millions of people we serve to achieve their best health – delivering the care and service they need, when they need it. These efforts are leading to a better quality of life for people with Medicare, Medicaid, families, individuals, military service personnel, and communities at large. Learn more about what we offer at [Humana.com](https://www.humana.com) and at [CenterWell.com](https://www.centerwell.com).

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