

Bill Chase

Senior Vice President of Marketing

Age when you lost your first tooth?

Five years old.

Favorite smile?

Jennifer Aniston.

Bill Chase joined DentalPlans.com in 2014 as Vice President of Marketing. As a key member of the company's executive leadership team, Chase is dedicated to growing brand and category recognition by introducing the company's new :DP AtYourService™ Team and :DP MemberDelights™ member value program, and executing the new brand across all customer experience platforms, including the website, social media sites, online videos and advertising campaigns.



A seasoned online marketing specialist, Chase brings more than nine years of experience in digital and traditional marketing. Prior to DentalPlans.com, he held various senior-level positions, including Director of Online Marketing with Travelocity. Managing a multi-million dollar annual budget, Chase helped move Travelocity to a top three player in the major travel traffic sources, increased Travelocity's market share, and led cost savings initiatives. He also served as Director of Online Marketing for The Neat Company, and as Senior Director of Online Marketing with Nutrisystem, Inc.

Chase holds a Bachelor of Science in Communication and Rhetoric from the University of Pittsburgh.

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