

The New York Times

Financial Desk; D
EXECUTIVE CHANGES

258 words

5 March 1981

The New York Times

NYTF

Late City Final Edition

English

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* Bowne & Company has appointed Victor Simonte Jr., president and chief operating officer, to the additional post of chief executive officer, succeeding Edmund A. Stanley Jr. who remains chairman.

* Chemical Bank has named Malcolm A. Birnbaum a vice president in the Metropolitan division.

* Commonwealth Land Title Insurance Company has appointed Seymour Passin a corporate vice president.

* First National Supermarkets, Cleveland, has appointed Geoffrey J. McHale vice president-Edwards Food Warehouse Merchandising.

* Mattel Inc., Hawthorne, Calif., has appointed Dennis F. Hightower to the new post of vice president-strategic planning.

* Minnesota Mining and Manufacturing Company has appointed Joseph F. Ramey, Thomas P. Skoog, Howard D. Punch, Kenneth A. Schoen and George L. Hegg group vice presidents.

* Multimedia Inc., Greenville, S.C., has named Donald D. Sbarra as Multimedia Cablevision Company president.

* Murphy Oil Corporation has named Jack W. McNutt executive vice president.

* New York Mercantile Exchange has named R. Patrick Thompson vice president for compliance.

* Revlon Inc. has elected Stanley B. Desson vice president-taxation.

* Smith International, Newport Beach, Calif., has elected Dennis R. Leibel vice president, taxes and financial planning.

* Telecom Equipment Corporation has named Joseph Gowan vice president-corporate development.

* Tenneco Inc., Houston, has elected James K. Ashford vice president in charge of long-range planning and development.

* Toys "R" Us Inc., Rochelle Park, N.J., has named Vincent E. Porter vice president and regional director of stores and Howard W. Moore senior vice president of purchasing.

* United Technologies Corporation, Hartford, has elected Charles V. Prothro chairman of its Mostek Corporation subsidiary.

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