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**San Francisco Chronicle**

# Movers and Shakers, April 27

By **Jillian Sullivan** | April 26, 2016

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FinancialForce named **Adrian Ivanov** chief customer officer.

Parkside Lending hired **Linda Jacopetti** as senior vice president of government operations.

Blue Shield of California hired **Jeff Robertson** as senior vice president and chief marketing officer.

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*Jillian Sullivan is a San Francisco Chronicle staff writer. Send submissions to [movers@sfchronicle.com](mailto:movers@sfchronicle.com).*