



**FAROUK YASSINE**  
EXECUTIVE DIRECTOR, IDMA

## FROM THE IDMA DESK

*Digital transformation and “data revolution” continue to disrupt the traditional ways of doing business. Technology advances have spawned terms like predictive analytics, big data, machine learning, and data visualization. Rating insurance policies has become more complex. At the same time, mobile computing and social media are enhancing the user experience with insurance companies. More insurance companies are leveraging data to innovate, making real time data management a must to get a seat at the table!*

*From acquisition of new data types, through the changing attributes of metadata, to integration of enterprise data strategies with business process design initiatives, and expectations of meeting the increased demand for quality data to enable analytics, the role of data management continues to expand.*

*The impacts of these changes are generating the need for enhanced governance models and comprehensive best practices to respond to the challenges in aligning data strategies with business strategies to deliver a better bottom line. How do data management professionals stay current on these issues and challenges?*

*For almost 40 years, the IDMA has stayed true to its mission of serving the insurance industry by providing high caliber professional forums, publications, a certification program, and educational workshops that are dedicated to supporting our industry’s data managers and keeping them current on emerging technologies and data management issues. Even as IDMA expands and enriches its portfolio of educational programs and resources available to members, the greatest value of maintaining an IDMA membership will remain the networking opportunities and relationships it makes possible with some of the keenest thinkers in the industry.*

*As we approach the close of another challenging year, to say the least, and look forward to a much better year, I want to extend a heart-felt thank you to all IDMA committee members and volunteers for contributing their valuable time and expertise to the IDMA, the data management profession, and our industry. I also want to thank our members for their continued support, especially in the last two years.*

*Looking forward, IDMA has a lot to offer the data management industry, and I look forward to being involved for many years to come. Thank you to all who support the organization in so many ways.*

*I hope you have a safe and happy holiday season!*



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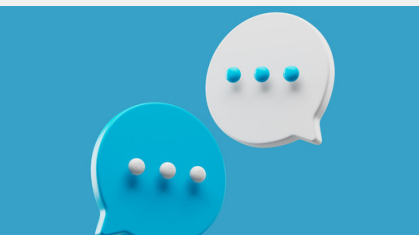
## CREATING THE VISION FOR DATA GOVERNANCE – “DO YOU SEE WHAT I SEE?”

BY ANNE MARIE SMITH, PH.D., CDMP, CBIP  
VICE PRESIDENT OF EDUCATION AND CHIEF METHODOLOGIST, EWSOLUTIONS

At the highest level, data governance is concerned with the management of data – its availability, currency, usefulness, accuracy and relationships with other enterprise data. Governance of data is not an IT function, although many technical products and tools are used to administer governance.



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## A DISCUSSION WITH THE VIRGINIA BUREAU OF INSURANCE

BY AIMEE SILIATO, FIDM  
VICE PRESIDENT OF MARKETING, IDMA

IDMA had the privilege of collaborating with Westbrook Associates, Inc., the Association of Insurance Compliance (AICP) Professionals and the New Jersey Chapter of the CPCU Society (NJ CPCU), to host a discussion with the Virginia Bureau of Insurance focused on recent and upcoming changes to the Bureau's insurance regulatory landscape.

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## WHAT IS NOT DIGITAL TRANSFORMATION

BY PRASHANTH SOUTHEKAL, PH.D.  
MANAGING PRINCIPAL AT DBP-INSTITUTE, AND ADJUNCT FACULTY OF DATA ANALYTICS AT UNIVERSITY OF CALGARY (CANADA) AND IE BUSINESS SCHOOL (SPAIN)

These days many companies have embarked on Digital Transformation. Unfortunately, not many have found good success. A recent study in Forbes, says over 84% of Digital Transformation initiatives in business enterprises fail.

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## THINK STRATEGICALLY AND WIN A SEAT AT THE TABLE

BY FAROUK YASSINE, CPCU, CIDM, FIDM - EXECUTIVE DIRECTOR, IDMA

Strategic Thinking continues to be a career strategy winning card! Executives ranked strategic thinking as the quality they most value in leaders, according to a survey released in mid-2021 by Bloomberg BusinessWeek.com and Hay Group (a leadership and talent management company). By contrast, the 2020 year's survey found senior management focused on leaders who could execute.

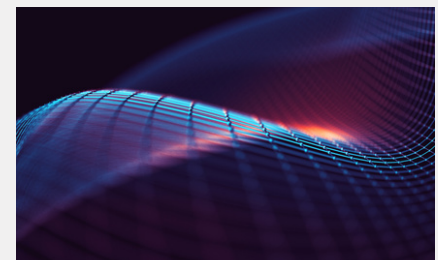
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## X-ANALYTICS / DATA MESH / DATA FABRIC – IT'S ALL ABOUT LOGICAL DATA ACCESS LAYER

BY SRINI SANKAR - ASSISTANT VICE PRESIDENT - DATA & ANALYTICS LEADER, THE HANOVER INSURANCE GROUP

We are living in a transformational moment. Data is proliferating. Companies must undertake a data-driven transformation or fall further behind the digital / technology leaders – Apple, Google, Facebook, Microsoft. These companies have transformed the industry through ....

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## CURRICULUM NEWS

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IDMA 201 is the first, out of four courses, towards earning your Associate Insurance Data Management (AIDM®) designation, offered through the IDMA.

By the end of this course, you will be able to:

- Define data management;
- Describe the functions of data management professionals;
- Argue the business case for data management; and
- Recall concepts and tools used by data management professionals.

**If you are interested in trying a FREE module of the course, reach out to us at [team@idma.org](mailto:team@idma.org).**

Also, visit our [site](#) to learn more about this course and other educational offerings that support our data management professionals.



**TO MODULE 1**

### INTRODUCTION TO DATA AND INFORMATION GOVERNANCE

Differentiate between data governance and information governance, and describe the activities necessary to achieve effective data governance.

**INTERESTED?**  
EMAIL: [INFO@IDMA.ORG](mailto:INFO@IDMA.ORG)

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# IDMA 2022 ANNUAL CONFERENCE

Announcing  
New Dates!

## SEPTEMBER 18TH -20TH

### Fueling Data Management and Digital Transformation - Embracing Innovative Technologies

### Orlando, Florida

Call for Sessions Opens in March

## CALENDAR OF EVENTS

### WEBINARS (*Free and Open to the Public*)

**Jan. 21, 2022** - Becoming an Effective Data Storyteller for Insurance Professionals ([Registration Open - Click](#))

**Jan. 26, 2022** - Leverage Your Data to Unlock Innovation ([Registration Open - Click](#))

**Feb. 16 2022** - Pictures with Data: Creating Valuable Data Visualizations for Insurance Professionals ([Save The Date](#))

### INDUSTRY PARTNER EVENTS

**Jan. 25-27, 2022** - Data Now Program (DNP)—Your Source for Data Reporting Education (NCCI) [Registration Open & Free - CLICK](#)

### IDMA 2022 ANNUAL CONFERENCE

**New Date - September 18-20, 2022** - Fueling Data Management and Digital Transformation - Embracing Innovative Technologies  
Orlando, Florida - ([Click to Learn More](#))

## TRIVIA (WIN \$25)

Everything Ms. Pink White owns is pink. She lives in Liverpool in a pink bungalow. Her bathroom is pink, her curtains are pink. Her chairs and tables are pink. Her ceiling, walls, and floor are pink. All of her clothes are pink, her shoes are pink. Even her carpet, TV, iPad, and iPhone are pink.

**What color are her stairs?**

**Submit your answer to [team@idma.org](mailto:team@idma.org).**

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the five who solve the question correctly. You may only guess one time. The correct answer and winner's name will be published in next newsletter issue - January 2022 issue.

**CONGRAT TO LAST  
MONTH'S WINNERS!**

- Nino Martinez,  
Progressive Insurance
- Sandy Parker,  
Liberty Mutual
- Tracy Spadola,  
Verisk ISO



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