

FROM THE IDMA DESK



Nutshell Summary of Successions – IDMA New Leadership

We have said it many times, but it bears repeating! Volunteers are the essence of IDMA. Without them, the core purpose of IDMA—to increase the level of professionalism, knowledge, and visibility of the insurance data management profession through education and peer-to-peer networking—would not be feasible. They are the reason for the growth of the profession and the Association. So, on behalf of our minimal full-time staff we would like to welcome our newly elected IDMA leadership and committee members and say farewell for those who will be leaving us.

Based on our recent membership online proxy vote, and in compliance with the current IDMA bylaws, new officers were elected to lead the Association. Here are some highlights.

- **Shani Oulton** of NCCI took leave of the presidency to become the new **Chair of the Board** for a one-year term.
- **Theresa Peachey** of Travelers Insurance Companies was confirmed as the **2022/23 President** for a one-year term.
- **Julie Gonzalez** of NCCI will be the new **Vice President of Education**.
- **Brian Seifert** of Verisk will take the responsibility of the newly created role, **Vice President of Media and Events**.

New members elected to the Board of Directors include:

- **Azam Abuzar** of Verisk, **Scott Drummond** of CNA, **Bob Eichler** of the New Jersey Compensation Insurance Rating Bureau (NJCIRB), **Julie Gonzalez** of NCCI, **Spencer Tabbert** of West Bend Mutual Insurance Company, and **Marichelle Tanag** of AIG.

Newly elected member to the Education Committee were:

- **Keith Hernandez** of Travelers, **Heather Lore** of IAABC, **Stefan Lafloer** of CNA, and **Andrew Wan** of Liberty Mutual.

For our returning board and committee members, thank you for your time, expertise, and energy in navigating IDMA through these challenging times. For our new members, welcome aboard! We look forward to your participation.

We also want to extend our many thanks to John Leonard of Liberty Mutual, Kevin O'Leary of Travelers, and Paul Witko of NJCIRB who left the Board this year due to retirement. Enjoy your retirement and keep in touch!

Please visit the IDMA organizational chart for detailed list of board and committee members.

"The best way to find yourself is to lose yourself in the service of others." – Gandhi



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FROM BIG DATA TO DATA LAKES AND BEYOND

BY BARRY DEVLIN
BI ANALYST AND CONSULTANT, AUTHOR AND SPEAKER, 9SIGHT CONSULTING

Big Data or Giant Haystack?

What does Big Data really mean? Big, after all, is a relative term, that has grown substantially over the past two decades. For data managers, particularly in insurance, where data has long been big but also highly valuable, understanding the scale of such data is vital for any discussion of its implications. Distinguishing between different sources and types of data is vital in deciding the level of effort that should be expended in assuring its quality. In data management terms, not all data is created equal.



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ESG ASAP

BY TOM NOWAK
PRINCIPAL, STRATEGY CONVERSATIONS LLC



Acronyms and abbreviations are all too common and are mostly unnecessary. Every email, news blog and Tik Tok we open, and view is smothered in them. It is true that they occupy less space, and confer a kind of insider knowledge, but their overuse can actually limit the communication they intend, and at worse can alienate and ostracize. All forms of business communication can fall prey to the “tyranny” of acronyms, and business terminology become so removed from common experience that the actual intent of communication – to exchange information – falls short.

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DATA AWARENESS AND THE DATA CATALOG

BY DAVID LOSHIN
PRESIDENT, KNOWLEDGE INTEGRITY, INC.

As organizations adopt the concept of the data lake, some new challenges emerge for empowering the different communities of data consumers. Recall that a data lake (as defined by TDWI) is “an unstructured data repository that contains information available for analysis. A data lake ingests data in its raw, original state, straight from data sources, without any cleansing, standardization, remodeling, or transformation.” More succinctly, a data lake is a repository for collections of data assets.



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QUESTIONS, QUESTIONS, QUESTIONS

BY MARK SIWEK, FIDM
ASSISTANT VICE PRESIDENT, BUSINESS DEVELOPMENT AND CUSTOMER SUPPORT, ISS



I started in the insurance industry back when dinosaurs ruled the Earth. At the time, there were only a few terms associated with data, such as data quality and data validation. More advanced companies maintained data glossaries. However, many data-related terms have since been introduced. I am not sure I understand them. I have more questions than answers.

Why do we capture data? Is data so elusive that we need to trap it?

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**CONGRATS TO THE
APRIL 2022
TRIVIA WINNER!**

**Roxann Yon
Mutual Benefit
Group**

ANSWER TO APRIL 2022 TRIVIA

29 Data Managers

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

TRIVIA (WIN \$25)

There is a town in North Ontario where 24 data managers are riding in a sailboat on a lake. They have an unopened pack of 25 cigarettes. Each data manager wishes to smoke, but they have no matches or other fire source. How can they each enjoy smoking a cigarette before they return to shore?

Submit your answer to team@idma.org.

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the first 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 – June 2022 issue.



INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

IDMA 2022 ANNUAL CONFERENCE

SEPTEMBER 18TH - 20TH

FUELING DATA MANAGEMENT

AND DIGITAL TRANSFORMATION -
EMBRACING INNOVATIVE TECHNOLOGIES

ORLANDO, FLORIDA

PROGRAM AND REGISTRATION
OPEN IN EARLY JUNE

CALENDAR OF EVENTS

WEBINARS (*Free and Open to the Public*)

June 7th, 2022 - EDM Webinar - *Data Literacy for All in the New World of Insurance* (**Registration Open**)

June 15th, 2022 - *Data Catalogs and Empowering Business with the "Right" Data* (**Registration Open**)

July 20th, 2022 - *Approaches to Data Ethics - Value, Issues, Results* (*Registration Opening Soon*)

IDMA 2022 ANNUAL CONFERENCE

September 18-20, 2022 - *Fueling Data Management and Digital Transformation - Embracing Innovative Technologies*
Orlando, Florida (**Program and Registration Open in early June**)

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