



**FAROUK YASSINE**  
EXECUTIVE DIRECTOR  
IDMA

## FROM THE IDMA DESK

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

Developing and maintaining a strong data governance program continues to be of paramount importance. More precisely, our understanding of the importance of information governance has matured. While it's always been true, our perception has finally caught up with fact. We cannot compete effectively without a reliable relationship between our key asset – DATA – and the business decisions we make, reporting standards we adopt, and our reporting and compliance protocols.

Through our curriculum, products and white papers, forums, and cooperative activities with other organizations, IDMA responds to this need for governance information. Now, our 2022 conference “Fueling Data Management and Digital Transformation – Embracing Innovative Technologies,” September 18-20 | Orlando, Florida, will be devoted to the topic of Insurance Information Governance.

Over the course of three days, you can pick and choose from more than 30 hours of live presentations and real-life case studies on topics like Data Strategy, Data Governance, Data Engineering, Business Intelligence and Analytics, Data Privacy and protection, Data Ethics, The Cloud, Compliance and Regulatory Reporting, Knowledge Management and Talent Development and more.

You can also sign up for our pre-conference training workshops “Exercises in Data Ethics -- A Key Portion of Data Governance” and “Data Modernization Strategy for Innovation in the Cloud and Improved Enterprise Data Use”.

Don't miss this opportunity to network, explore, and learn alongside like-minded data professionals from across the industry at one of the most focused, data-driven event out there, dedicated solely to insurance data management professionals. Come join us at IDMA 2022!



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**IDMA 2022  
ANNUAL  
CONFERENCE**



**ORLANDO, FLORIDA  
SEPTEMBER 18-20**

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

**Early Bird Extended  
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## Topics Include:

- ✓ Data Strategy
- ✓ The Cloud
- ✓ Innovation
- ✓ Data Governance
- ✓ Technology Disruptors
- ✓ and More!

## Companies Presenting:

- ✓ AIG
- ✓ Travelers
- ✓ Prudential
- ✓ CNA
- ✓ The Hanover Group
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**REGISTER & SAVE!**

[events.bizzabo.com/AnnualConf2022](https://events.bizzabo.com/AnnualConf2022)

## DATA GOVERNANCE LITERACY?

BY LAURA MADSEN  
CEO, MOXY ANALYTICS

I'm not a big fan of trends. I walked through Target yesterday in search of something (or nothing, who really knows) and saw the summer clothes for the trend-obsessed. Trust me when I tell you I will not be wearing abdomen-freeing tank tops this summer.

Trends in data are similar. I've been around long enough to have considered at one point data literacy to be a trend. It had staying power though, and Gartner was recently quoted as saying it's the second primary concern of the chief data officers (their first is everything else, but that's the trouble with being a CDO).

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## BEST PRACTICES TO GET MOVING WITH A DATA LITERACY PROGRAM

BY GLENN EXTON  
HEAD OF DATA ANALYTICS, RBS INTERNATIONAL

Imagine yourself as a new data leader. You're a strong believer in raising data literacy to help organizations make more informed decisions. But after a quick assessment, here's what you find:

- Data literacy is minimal across your company
- There are few (if any) sanctioned data literacy programs or pathways to learn the language of data
- Best endeavors are undertaken across the organization to yield insights from data
- Data analytics capabilities are rudimentary at best
- Strategic organization priorities that could be transformed by data are not being capitalized upon

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## THREE DATA MANAGEMENT QUESTIONS YOU NEED TO ASK

BY RIK TAMM-DANIELS  
GVP ECOSYSTEM ALLIANCES AND TECHNOLOGY, INFORMATICA

Having a business outcomes-centric perspective is critical to success these days, because so many companies are attempting to move their data management infrastructure to the cloud and take advantage of machine learning and AI capabilities that can have a transformative impact on their data and analytics performance.

Before they reach their desired state, though, data leaders are typically confronted by three questions:

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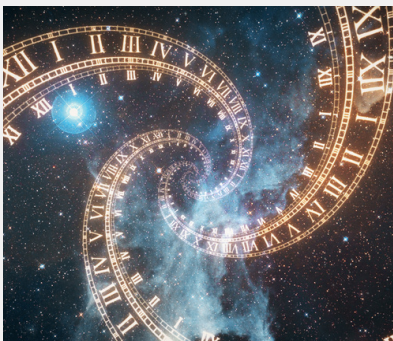


## MAKING ROOM FOR DATA ETHICS

BY TOM NOWAK  
PRINCIPAL, STRATEGY CONVERSATIONS LLC

Life feels crowded. I'm not just talking about the recent pandemic-induced crowding we have all experienced: finding a quiet space to think; a less busy room to hold a Zoom meeting; the need to upgrade Wi-fi to support demand for streaming and video conferencing. I'm talking about the deluge of demands – meetings, emails, more meetings, more emails – as a recent McKinsey post puts it “Most executives say they find themselves spending way too much time on pointless interactions that drain their energy.” (How to Excel at Time Management, Insights; McKinsey & Company, July 26, 2022).

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CONGRATS TO THE  
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TRIVIA WINNERS!

**Raheem McConnell**  
Farmers Insurance

ANSWER TO JUNE 2022 TRIVIA

You drank equal amounts of each — 1 cup of coffee  
and 1 cup of milk.

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## TRIVIA (WIN \$25)

In 1906 at age 7, Friedrich Hayek hammered a spike into an apple tree to match his height. 9 years later, he returned to see how much higher the nail was. If the tree grew 2.65 inches each year but only 2.44 inches during leap years, how much higher was the spike upon his return?

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 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 – August 2022 issue.



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# IDMA 2022

# CONFERENCE

**FUELING DATA MANAGEMENT AND DIGITAL TRANSFORMATION -  
EMBRACING INNOVATIVE TECHNOLOGIES**

## CALENDAR OF EVENTS

### IDMA 2022 ANNUAL CONFERENCE

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

**Register through July 29th and save \$200. Group Discounts Also Available!**

### INDUSTRY PARTNER EVENTS

**August 9-13, 2022 | Portland, Oregon:** NAIC National Meeting Summer 2022 (**[View Agenda](#)**)

**October 16-18, 2022 | Las Vegas, Nevada:** Society of Insurance Research (SIR) Annual Conference (**[View Agenda](#)**)

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