

# THE IDMA INSIDER

SEPTEMBER 2022

## FROM THE IDMA DESK



The [IDMA 2022 Annual Conference](#) “Fueling Data Management and Digital Transformation—Embracing Innovative Technologies” took place on September 18–20, in Orlando, Florida. This gathering attracted participants from various job functions across our industry.

Our Conference Planning Committee, led by our president Theresa Peachey, onsite volunteers, and the IDMA team did a wonderful job putting together a successful program. The preliminary surveys collected so far indicate the event was a great success, scoring 86.2% on the Overall Participants Satisfaction Survey.

As data professionals, we are always addressing challenges. Here is an analogy to consider; If you are swimming and encounter stingrays you are supposed to do what is called the “stingray shuffle”. Keep your feet moving, keep the water moving, keep moving appropriately to deal with the challenge. The comment “still shuffling”, made during a recent NAIC meeting regulatory discussion, is most appropriate as we continue to navigate new waters, new challenges. Always learning helps keep you able to always shuffle.

For those who attended IDMA 2022 we hope you learned something new that you are bringing back to your organizations.

To acknowledge our committees and volunteers hard work we are dedicating this edition of The Insider to highlight the sessions and events that took place at IDMA 2022.



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## RECAP FROM THE IDMA 2022 ANNUAL CONFERENCE

The IDMA conducted its [2022 Annual Conference](#) "Fueling Data Management and Digital Transformation—Embracing Innovative Technologies" on September 18–20, in Orlando, Florida. This gathering attracted participants from various job functions across our industry.

The conference sessions focused on case studies, lessons learned, success stories, strategies, and methodologies related to how data management is rapidly evolving in our industry and how strong data management practices can drive business value and enable digital transformation.

Our conference opened on Sunday with two training workshops. Our morning workshop "Exercises in Data Ethics – A Key Portion of Data Governance" taught by Peter Aiken and Karen Lopez presented three "incidents" describing how data ethics issues were discovered, their handling, and lessons learned from each that led to specific operational changes/improvements. Each is detailed through the complete lifecycle. Our afternoon workshop "Data Modernization Strategy for Innovation in the Cloud and Improved Enterprise Data Use", taught by David Loshin, explored the future utility of cloud computing for data modernization, how cloud migration improves enterprise data use, and use practical exercises to map out a strategy for modernization.

On Monday morning, Farouk Yassine, IDMA's Executive Director, and Theresa Peachey, IDMA's President, provided the opening remarks and an overview of the event's program. We then conducted a few business activities, conferred diplomas on the IDMA 2022 graduating class, recognized a few individuals who have made and continue to make significant contributions to the development of the insurance data management profession and who have shown exemplary leadership in promoting IDMA and its mission to the industry.

Theresa then introduced our first keynote speaker, Jordan Morrow, Vice President and Head of Data and Analytics at BrainStorm, Inc. Jordan, "The Godfather of Data Literacy", and whose session was rated the highest among all presentations by our participants, discussed what it means to be a data driven organization, how to become one, and how to harness the power of data literacy.



Peter Aiken  
Karen Lopez

Pre-conference Workshops



David Loshin



Farouk Yassine, Opening Remarks



Theresa Peachey, IDMA President



Jordan Morrow, Monday Keynote



Laura Madsen, Tuesday Keynote

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## RECAP FROM THE IDMA 2022 ANNUAL CONFERENCE (CONTINUED)



After the conclusion of the early morning keynote, we opened up our exhibit hall for a refreshment break where our attendees got the chance to learn more about our exhibitors' products and services.

Our late morning and early afternoon breakout sessions, and closing panel covered topics that focused on enterprise data strategy, data governance program implementation, data quality measurements and scorecards, big data trends, technologies and challenges, analytics and BI, agile data, and cyber risk.

After the first day sessions concluded, we transformed the exhibit hall and the main conference room into a Havana Nights Casino themed reception, and a fun filled night of music, dancing, and Latin influenced cuisine. Participants got the chance to mingle and network with their peers and challenge them to various games of chance, including Black Jack, Roulette, and Craps.



On Tuesday morning, Laura Madsen, CEO of Moxy Analytics, discussed "Disrupting Data Governance: A Call to Action." In her talk Laura challenged us to throw out old conventions of data governance and re-frame concepts that support a modern data platforms that will help organizations operate at the speed of business.

Our three-session tracks resumed and discussed topics such as "Next Generation Exchange", "How to Retain Knowledge about Data", "Data Feature Catalog", "Accelerating Innovation Through Prototyping", and "Data Decentralization with Data Mesh".

We then concluded our conference with panel of executive and business leaders from Travelers, EMC Insurance Companies, and Verisk. Our panelists shared their perspectives, challenges and insights into what opportunities are here, and how we can embrace them to better transform our enterprise-wide data management practices

The conference concluded with the announcement of the winners of the exhibitors' raffle drawings for. An Apple Watch, Two Apple AirPods, and two \$100 Visa cards were raffled away!

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Networking at the Exhibit Hall!

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## CONGRATS TO OUR NEWEST FELLOWS!



2022 FIDM Recipients (from center left): Shani Racine, Sandi Perillo-Simmons, and Rich Morales with Chuck Fordham (VP of Professionalism) and Theresa Peachey (IDMA President)

The IDMA Fellow in Insurance Data Management (FIDM) honorary designation was established in 2006 by the IDMA Board of Directors to acknowledge individuals who have made and continue to make significant contributions to the development of the insurance data management profession.

Among the qualifications are that fellows have five years' experience in the profession, involvement in IDMA committees and governance, and participation in developing the core body of knowledge through presentations, panels and papers. The application process is self-nominating and is open to all qualified data managers.

Applicants are vetted and approved by the IDMA Committee on Professionalism and IDMA Board of Directors. For forms and additional information please contact [team@idma.org](mailto:team@idma.org) with the subject header "FIDM Self Nomination".

This year, three new fellows were inducted to the FIDM Hall of Fame –

**Shani Racine, Director of Data Standards and Education, NCCI**

**Sandi Perillo-Simmons, Global Head of Data Governance, AIG**

**Rich Morales, Product Director, Verisk**

With these three recipients, IDMA has conferred the FIDM honorary designation on a total of 46 individuals.

It is anticipated that all Fellows will continue building the community of insurance data managers through their personal commitment to embrace the IDMA Standards of Professionalism and to develop Standards of Practice.

**Congrats to our newest fellows!**

## NEW AIDM AND CIDM GRADS RECOGNIZED AT THE IDMA 2022 ANNUAL CONFERENCE

### Associate Insurance Data Managers (AIDMs) Graduating September 19, 2022

\*William Butler, Great West Casualty  
Frank Guzzola, AIG  
\*Sydelle Escobar, NCCI  
James Esposito, Travelers  
Josie Flores, NCCI  
Alex Gutzmann, Great West Casualty  
Kevin Kearney, NCCI  
Brandon Kepich, NJM Insurance Group  
Debra Kine, The Mutual Services Office  
Garrett Kryzanowski, Verisk  
Vladmir Landman, Great West Casualty  
Jo Ann Malik, NCCI  
Eric Nelson, Great West Casualty  
Stephanie Phillips, NCCI  
Yolanta Rainko, Lemonade  
Deborah Reano, NCCI  
Tiffany Schack, Travelers  
Denise Spady, NCCI  
Leaha Westin, Great West Casualty  
Gregory Wilson, NCCI  
Zue Chuang, Arch Insurance

### Certified Insurance Data Managers (CIDMs) Graduating September 19, 2022

Siena Abraham, Allstate  
\*Priscilla Ciaccio, Verisk  
Jimmy Kassouf, Progressive  
Julia Lamar, Deloitte  
\*Ricardo Rolon, Verisk  
Anya Sutton, Oregon Mutual

**Asterisks (\*) indicate new graduates who received their certificates in person.**

At the kickoff of our IDMA 2022 Annual Conference, our newest graduates earned the applause of the membership as they received their certificates. This year we had 21 new Associate Insurance Data Managers (AIDMs), making a total of 413 AIDMs, and 6 new Certified Insurance Data Managers (CIDMs), for a total of 274 CIDMs.

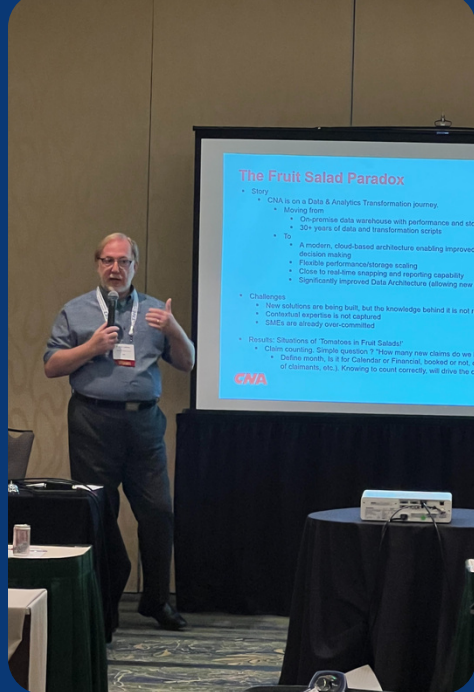


IDMA graduates in attendance with IDMA President Theresa Peachey (far right) and Vice President of Education Julie Gonzales: Sydelle Escobar, AIDM; William Butler, AIDM; Ricardo Rolon, CIDM; and Priscilla Ciaccio, CIDM

## CONGRATULATIONS TO ALL OF OUR GRADUATES!



More pictures from the IDMA Conference



Lots of networking at the IDMA Conference!





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

**Brittany Patschak**  
Wright Flood  
Insurance Company

ANSWER TO AUGUST 2022 TRIVIA

13 companies formed a consortium in 1983 to found  
the IDMA.

INSURANCE DATA MANAGEMENT ASSOCIATION  
WWW.IDMA.ORG

## TRIVIA (WIN \$25)

**When will IDMA celebrate its 40th anniversary (2023, 2024,  
or 2025)?**

**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 – October 2022 issue.



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WWW.IDMA.ORG



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35+ years



**VEDA JYOTHEESWARAN**  
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(Intelligent Process Automation)  
Industry Experience  
25+ years



**SATISH GUNDAWAR**  
Global Head  
(Data Analytics and AI)  
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## CALENDAR OF EVENTS

### LUNCH & LEARNS

October 19, 2022 | Webinar: Fueling Data Management and Digital Transformation – Data Literacy, Strong Governance, and more. **(Registration Open)**

November 16, 2022 | Webinar: Continuing Professional Development for Insurance Professionals **(Registration Coming Soon)**

### INDUSTRY PARTNER EVENTS

November 9, 2022 | Webinar: Ask the Experts: A Guide to Becoming Data-driven **(Registration Coming Soon)**





LUNCH  
and  
LEARN

IDMA & DataManagementU  
presents...

**FUELING DATA MANAGEMENT AND  
DIGITAL TRANSFORMATION –  
DATA LITERACY, STRONG GOVERNANCE,  
AND MORE**

◆◆◆◆◆◆◆◆◆◆

WEBINAR | OCTOBER 19, 2022 | 12PM - 1PM ET

 ANNE MARIE SMITH Executive Editor DATAMANAGEMENTU.COM	 THERESA PEACHEY 2VP Enterprise Data Management TRAVELERS	 JORDAN MORROW VP and Head of Data and Analytics BRAINSTORM INC	 LAURA SEBASTIAN COLEMAN Data Quality Director PRUDENTIAL
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RSVP: [events.bizzabo.com/lunchandlearn10](https://events.bizzabo.com/lunchandlearn10)

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