

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. Volunteers are the reason for the growth of the profession and the Association. So, on behalf of our minimal full-time team we would like to welcome our newly elected IDMA leadership and committee members and say farewell and thank you 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.

The IDMA President and Chair of the Board roles were combined into one role of “President and Chair of the Board”. Current IDMA President, Theresa Peachey of Travelers, was elected to serve in this role for a one-year term.

- Brian Seifert of Verisk was confirmed as the new IDMA President-Elect.
- Sandi Perillo-Simmons of AIG will take the responsibility of Vice President of Media and Events.
- Shani Racine of NCCI will take on the responsibility of Vice President of Emerging Data Management Trends.
- Anne Marie Smith of Alabama Yankee Systems will take on the responsibility of the newly created role, Vice President of Content Development.

New members elected to the Board of Directors include:

• Gary Finke, Vice President of BI at Travelers; Keith Mulder, Director of Enterprise Data at Central Insurance Companies; James Wicks, Director of Data & Analytics at AF Group; and Jennifer Wolf, President and CEO at the Minnesota Workers Compensation Insurers Association (MWCIA).

Newly elected member to the Education Committee were:

Suli Abedalaziz of Senior Analyst, Samsung Fire and Marine Insurance; Lauren Hughes, Pricing Programs and Underwriting Services Program Coordinator, Pennsylvania Compensation Rating Bureau (PCRB); and Heather Lore, Executive Director, International Association of Industrial Accident Boards and Commissions (IAIABC).

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 Jim Maastricht of American Family Insurance; John Vesper of Zurich NA, and David Viscusi of Arch Insurance who left the Board this year. Finally, we wish our past president Peter Bothwell a happy retirement!

Please visit the IDMA organizational chart for [detailed list of board and committee members](#).

“You give but little when you give of your possessions. It is when you give of yourself that you truly give.” – Kahlil Gibran



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DATA LITERACY VS. DATA FLUENCY: WHAT'S IN A NAME?

BY VALERIE LOGAN
CEO AND FOUNDER, THE DATA LODGE

I'm currently working with a Fortune 500 global company that's committed to fostering a data-informed, insight-driven culture. One division of the company started off with a data literacy program, then a few months later another division hired an amazing person who prefers the term data fluency. So, let's analyze the differences of data literacy vs. data fluency.

Is one group right and the other wrong?



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WHAT IS DATA-DRIVEN LEADERSHIP?

BY MARIA VILLAR
VICE PRESIDENT - ENTERPRISE DATA MANAGEMENT & DATA STRATEGY, SAP

Data-Driven Leadership is an integrated approach to leadership, change management and data analytics in a continuous improvement environment. It is a data-based organizational competence that improves connectivity between processes, products, services and customers. The outcome is improved prioritization, resource allocation, fast-paced decision making, focused actions and reliable process execution. These lead to improved business results in the short term and continuous improvement opportunities in the long term.

The role of a Data-Driven Leader is to drive accountability and focus on building a data culture. A leader connects people with facts and data-based process knowledge to implement better decisions.

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EXAMINING AND REFUTING SOME COMMON DATA GOVERNANCE MYTHS

BY ANNE MARIE SMITH, PH.D., CDP, CBIP, ARM
PRINCIPAL CONSULTANT AND DIRECTOR OF EDUCATION, ALABAMA YANKEE SYSTEMS, LLC.
VICE PRESIDENT OF CONTENT DEVELOPMENT, IDMA

Many organizations are hesitant to develop a data management / data governance program since they believe common myths about the programs' complexity, technologies, and value. Examining some of these myths to learn the truth is important for all data management leaders so they can base their approaches on facts and proven practices.

•Data Governance and data management are only for large organizations in selected industries

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5 WAYS TO BUILD EMPLOYEE ENGAGEMENT, HAPPINESS, AND PERSONAL GROWTH IN A DIGITAL ERA

BY JOHNATHAN BARNARD
BI CONSULTANT, ING AUSTRALIA

I work as a business intelligence consultant within my company, and though I'm highly technical, I always talk about the colleagues I work with as people, not as staff. We're all individuals and bring our own stories and experiences that shape who we are and how we handle professional situations.

As part of my data leadership role, I provide my colleagues not only with data tools, but with the mechanisms to understand and use those tools that will empower people in their own positions.

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A JOINT DATA MANAGEMENT DAY



New Directions in Data Management



HARTFORD, CONNECTICUT
SEPTEMBER 28, 2023
8:00 AM - 5:00PM

JOIN US FOR "DATA DAY"

The Insurance Data Management Association and the New England Chapter of DAMA International are thrilled to announce their Joint Data Management Day Forum. Join us for a day filled with insights into the latest trends and innovations, as organizations adapt and evolve their data management strategies to meet the demands of a transforming world.

Topics Include:

- Building trust in data with data quality capabilities
- Unlocking value by managing data as a product
- Creating a data culture across all roles and functions
- Using AI and ML to deliver optimal decisions
- Data security, privacy and protection
- And more!

REGISTRATION OPEN
events.bizzabo.com/DataDay23

More information
www.idma.org
Contact us: team@idma.org

**AND THE
WINNER IS...**

**CONGRATS TO THE
JUNE 2023
TRIVIA WINNER!**

Jessica Butcher
Northwestern Mutual

ANSWER TO JUNE 2023 TRIVIA

Minimal

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

TRIVIA
(WIN \$25)

JULY 2023 TRIVIA / WIN \$25

Maya Yassine had an opening for a new lab partner. Two gentlemen applied. They had the same biological mother and father, and the same 8/8/1988 birthday. Maya asked if they were twins; they honestly replied “no.” How is that possible?

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 – August 2023 issue.



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JOIN US!

Early Bird Rate: Register by August 7, 2023

SAVE up to \$400!

IDMA 2023

Annual Conference

**October 22-24, 2023
Philadelphia, Pennsylvania**

Data is Power Leading Your Enterprise Transformation for Tomorrow

Join us at the IDMA 2023 Annual Conference in Philadelphia, Pennsylvania on October 22-24. Our conference connects data management professionals with their peers, showcases industry and data management experts along with partner organizations in a spirit of collaboration and professional development. Attendees gather to discuss issues, exchange ideas, improve their understanding of how data management can enable enterprise-wide digital transformation, and provide actionable business insights.

Customer Experience Supported by Data Management

Analyst Experience as Foundation for Successful Implementation

Data Governance and Data Stewardship for Effective Business Insights

The Importance of Data Quality and Trusted Information

Using AI and ML to Deliver Optimal Decisions

Metadata Management, Data Catalog and Data Lineage

Data Literacy and Data Culture (using data to connect organizational components)

Data Security, Privacy and Protection, and more

REGISTER NOW!

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IDMA
Insurance Data Management Association
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Celebrating 100 Years of Excellence

This year, NCCI is celebrating 100 years of fostering a healthy workers compensation system.

Data is the lifeblood of NCCI and has been for the last 100 years. Over the course of the last century, data reporting has evolved from punch cards, mag tapes, diskettes, hard copy, and now to modernized electronic reporting. We have a long-standing relationship with IDMA and look forward to continued engagement in the years ahead.

ncci.com/100

Follow NCCI on social media.



CALENDAR OF EVENTS

UPCOMING WORKSHOPS & SEMINARS 2023

Late Fall 2023 - *Tools and Solutions to Support Effective Data Management (Date/Location TBA)*

A JOINT IDMA & DAMA NEW ENGLAND FORUM

September 28, Hartford, CT - *New Directions in Data Management - Registration Open*

IDMA 2023 ANNUAL CONFERENCE

October 22-24, Philadelphia, PA - *Data is Power - Leading Your Enterprise Transformation for Tomorrow*
Registration Open



Denodo provides an agile, real-time data integration, management, and delivery platform that does not replicate the data.

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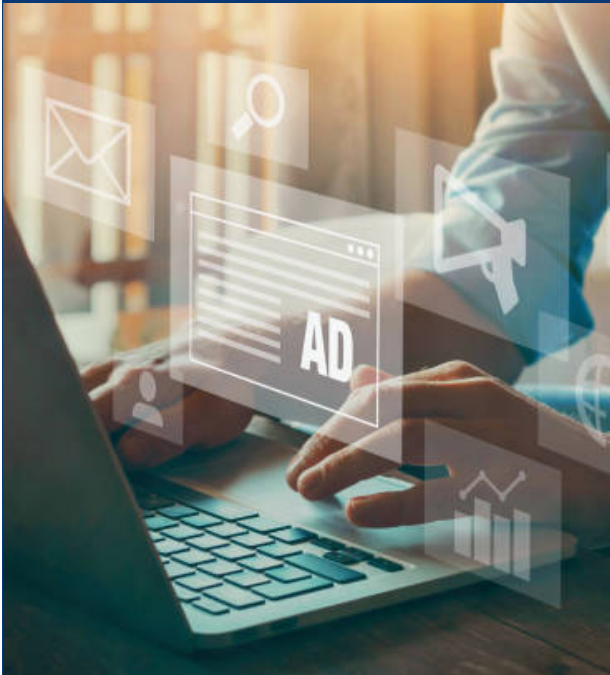
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Interested?
Reach out to team@idma.org.



Share your message with our

6500 + members!

200 + Organizations

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