

# THE INSIDER

MAY 2024

## FROM THE IDMA DESK



**FAROUK YASSINE**  
EXECUTIVE DIRECTOR  
IDMA

We are almost ready to kick off the 2024 summer season! As a part-time resident of Seaside Heights, down the New Jersey shore, this is my favorite time of year, spending time at the beach, fishing, and crabbing with the family. I hope that you too are making plans to spend part of your summer relaxing, vacationing, and simply enjoying this season!

Each year, IDMA holds its annual conference, gathering executives, data managers, leaders, and individual contributors from across the insurance industry to discuss all aspects of data governance with an insurance focus. The IDMA 2024 conference is scheduled for September 15th-17th in Philadelphia, Pennsylvania. Our theme this year is “[Driving Data Literacy, Culture, and Governance](#).” It is a great event, full of professional development, learning experiences, and plenty of networking with like-minded data management practitioners, subject experts, and partners.

[Register](#) today and join us!

Additionally, we encourage all data professionals to join the IDMA and take advantage of peer connections and networking, educational and professional development opportunities, and the advice of insurance data management experts who guide members on all aspects of data management strategy, development, and implementation.

We believe in the power of diverse voices and fresh perspectives. Whether you are a seasoned data professional or a newcomer to the field, we welcome you to join the IDMA today and take advantage of the peer connections, networking, educational, and professional development opportunities. We also welcome your contribution to expanding the IDMA mission of “increasing the level of knowledge and professionalism in data management through education” by sharing knowledge with our community through short articles, speaking at IDMA webinars and in-person events, and contributing to the governance of our association by joining one of our operating committees.

Let’s shape the future of data management together, especially in our insurance industry. Let’s Connect, Succeed, and Grow together!

*Farouk Yassine*



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## ON YOUR JOURNEY TO BECOMING DATA-DRIVEN, AVOID THESE TOP 3 PITFALLS!

DOURA BOUSSIAS  
SENIOR DIRECTOR, DATA & ANALYTICS, STRYKER

In the world of business, it has almost become cliché to talk about having to balance ‘people, process, and technology’. Data thought leaders would argue, one should not forget about the data too!

Data has long been an afterthought; nevertheless, putting the spotlight on data’s importance has amplified in recent years. For instance, a simple google search brings up various trendy...

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## THE CRUCIAL LINK BETWEEN LEADERSHIP TRAITS AND EFFECTIVE DATA MANAGEMENT

DR. BRIDGET BRATT  
ASSOCIATE DIRECTOR, PROTIVITI

In today's data-driven world, effective data management is essential for the success of any organization. However, what often gets overlooked is the critical role that leadership plays in this process. Strong leadership can significantly impact data management practices within an organization. In this article, we will explore how leadership traits contribute to improved data management and ultimately drive organizational success.

### 1. Vision and Strategy

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## DATA INTEGRITY IN A NEW LIGHT - A NEW VIEW OF DATA MANAGEMENT AND ETHICS

ANNE MARIE SMITH, PH.D., CDP, CBIP, ARM  
VICE PRESIDENT OF CONTENT DEVELOPMENT, IDMA

**A new definition of data integrity focuses on an ethical approach to managing and using data, providing an objective and unbiased view**

One of the main areas of responsibility for anyone concerned with the management of data is the enforcement of data integrity. Most data management texts define data integrity as “attention to the consistency, accuracy and correctness of data stored in a database or other electronic file”.

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## MY CAREER IN DATA – AND FOUR STRATEGIES TO BUILD YOUR OWN

NATE MAYFIELD  
VICE PRESIDENT, STRATEGY & OPERATIONS, ORACLE

I have always said that one of the most important skills required for a data career is not related to data analysis. It is communicating effectively. The hardest part is often delivering the last mile, after you’ve put in the work and found the solution. Now you have to communicate your findings to someone else, and help them see the same solution.

With that insight as a backdrop, I always like to share that I grew up on the other end of the mental continuum, as an analytical person who naturally approached everything with a drive for logic and data.

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September 15-17, 2024  
Philadelphia, Pennsylvania

# IDMA 2024

## *Annual Conference*

**Driving Data  
Literacy, Culture,  
and Governance**

## **Your Premier Data Management Event**

Join us at the IDMA 2024 Annual Conference in Philadelphia, Pennsylvania on September 15-17. 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 discuss issues, exchange ideas, improve their understanding of how data management can enable enterprise-wide digital transformation, and provide actionable business insights.

### **Conference Themes:**

- Data Quality Improvement
- The Importance of Data Governance
- Data Literacy - Understanding the meaning behind your data
- Data Analytics - The Power of Data
- AI - Insurance Use Cases
- AI and Data Privacy - Navigating the Regulatory Landscape
- AI and the Importance of Data Ethics
- Redefining Data Management and Governance with AI
- Data Culture - The Concern of AI for Employees
- The Evolution of Data Management Practices
- Talent Recruitment, Acquisition, and Retention

**REGISTER TODAY AND JOIN US**

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[info@idma.org](mailto:info@idma.org)  
[www.idma.org](http://www.idma.org)

**IDMA**  
Insurance Data Management Association  
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# AND THE WINNER IS...

CONGRATS TO OUR  
APRIL 2024  
WINNER

**Erica Cook**  
DTX Consulting

## ANSWER TO APRIL 2024 TRIVIA

The answer is that, before the storm, there were two plums on the tree. One fell off during the storm. There were not plums on the tree, nor plums on the ground—just one in each place.

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## TRIVIA

### MAY 2024 TRIVIA / WIN \$25

In which of the following US state is the IDMA incorporated?

- A. Connecticut
- B. Delaware
- C. New Jersey
- D. New York

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 journal issue – June 2024 issue.

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# Calling All Data Enthusiasts! Share Your Insights in The Insider Journal!

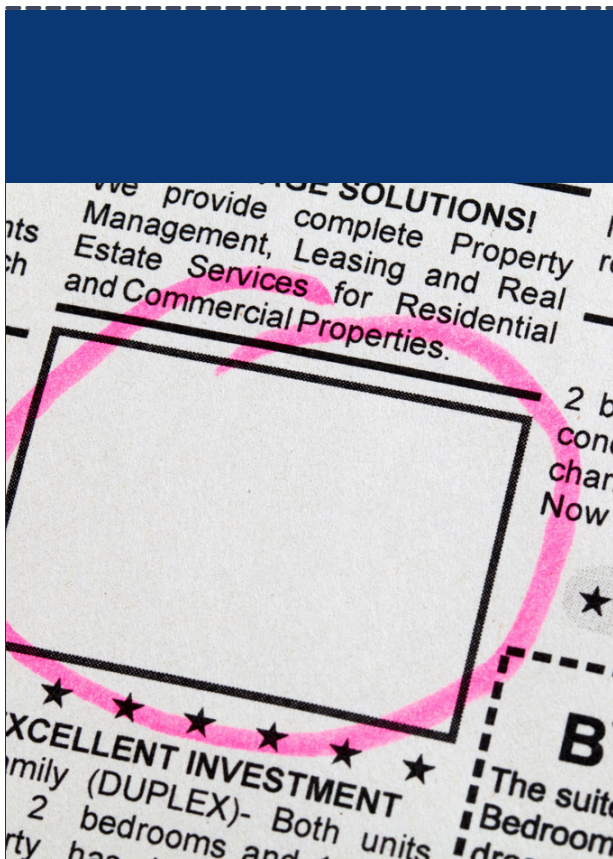
Passionate about data and eager to share your knowledge? Be a part of The Insider, our monthly journal. Contribute an educational article, showcase your expertise, and engage with our community of data professionals.

*The Insider*, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective and establish yourself as an industry expert.

Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

The IDMA Team



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Advisor and Advocate for  
Organization Leadership  
Sonant Solutions LLC



**ANNE MARIE SMITH**  
Vice President of Content Delivery  
IDMA



**RICH PLUSCHAU**  
CIO  
Falcon Risk Services

# INSTILLING A MORE EFFECTIVE DATA CULTURE IN INSURANCE ORGANIZATIONS

Why is data culture so important, especially to insurance organizations? So many organizations are discussing establishing a "data culture" but they do not have a clear understanding of what a data culture means, what to do to establish a strong and effective data culture, what NOT to do in the development of a data culture, and who needs to participate - and to what levels.

June 20, 2024

12:30 - 1:30 PM ET

**REGISTER**

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

[info@idma.org](mailto:info@idma.org)

[www.IDMA.org](http://www.IDMA.org)

## CALENDAR OF EVENTS

### WEBINARS

**June 20, 2024** - Installing a More Effective Data Culture in Insurance Organization  
([Registration Open](#))

### ANNUAL CONFERENCE

**September 15-17, 2024** - Philadelphia, PA - Driving Data Literacy, Culture and Governance  
([Call for Sessions Open + Super Early Bird Save \\$500](#))

### IDMA & DAMA NE JOINT DATA DAY SEMINAR

**OCTOBER 16, 2024** - Hartford, CT - New Directions in Data Management  
([Call for Sessions Open](#))



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