

FROM THE IDMA DESK



FAROUK YASSINE
EXECUTIVE DIRECTOR
IDMA

Nutshell Summary of Successions – IDMA New Leadership

Once again, I 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.

- **Brian Seifert**, Lead ERP Master Data at of Verisk, was confirmed as the new IDMA President and Chair of the Board for a two-year term.
- **Sandi Perillo-Simmons**, Senior Vice President and Global Head of Data Governance at AIG, will take on the responsibility of President-Elect.
- **Theresa Peachey**, Assistant Vice President, Data Management at Travelers, will take on the responsibility of Vice President of Media and Events.
- **Scott Drummond**, Managing Director - Enterprise Data Enablement and Governance at CNA Insurance, was elected as a new member at large on the Executive Committee.

New members elected to the Board of Directors include:

- **Venkata Konda**, Assistant Vice President of Enterprise Data Analytics at Travelers.
- **Laura Sebastian-Coleman**, Vice President of Data Management & Governance at Prudential.

more...



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FROM THE IDMA DESK, CONTINUED

Newly elected member to the Education Committee were:

- **Brian Garfield**, Advanced Analytics Manager at Amerisure.

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.

I also want to extend our many thanks to Bob Eichler of New Jersey Compensation Rating and Inspection Bureau, and Erin McIntosh of Accenture who left the Board this year. Finally, thank you to Winnell Turpin of AXIS Capital for her contribution on the Education Committee, and we wish her the best with her future endeavors.

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

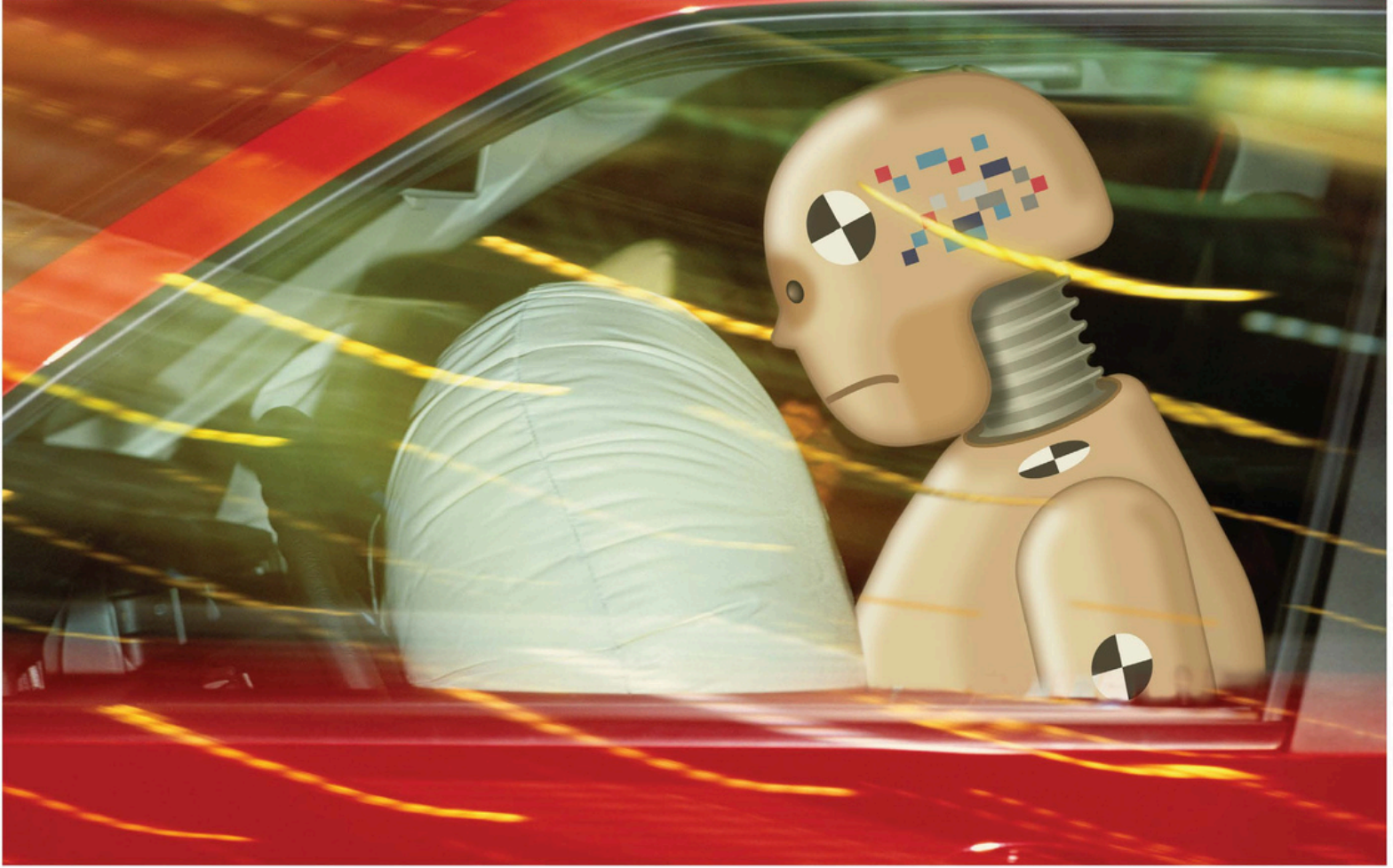
Farouk Gassine



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IDMA 2024

Annual Conference RECAP

New IDMA graduates in attendance receive their diplomas



Brian Siefert (IDMA President & Chair) and Julie Gonzalez (IDMA VP of Education)



Theresa Peachey, past President and Chair, receives her "Past President" plaque



Kickoff Keynote Speaker, Andrew Leong-Fern



Conference

PHOTO GALLERY

Theresa acknowledged as our newest Fellow Insurance Data Manager (FIDM). Well deserved!



Breakout sessions



IDMA 2024

Annual Conference RECAP



WELCOME
RECEPTION

IDMA 2024 Annual Conference



Conference PHOTO GALLERY



USIE'S

IDMA 2024

Annual Conference

Anne Marie Smith and Rich Morales speaking on Data Management Career Paths



Farouk Yassine, IDMA Executive Director



Paul Piers, Speaker



Bridget Pratt, Speaker



Women in Data Leadership panel



Back to the 80's
Casino Night
Vibes





Back to the 80's Casino Night Vibes



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FIVE WAYS TO ACCELERATE WOMEN'S LEADERSHIP IN DATA CULTURES

CHERYL LIN
FORMER HEAD OF CREATOR GROWTH, EPIC GAMES

There's no question that there have been fewer women in data analytics and engineering leadership than there have been men. In certain industries it can be particularly pronounced. The situation has improved somewhat over the past decade, with early proactive programs like Girls Who Code and She Can Code enabling the kind of training and storytelling that helps young women to see themselves in these roles, but still work remains to be done.

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DATA LEADER, SERVANT LEADER: 5 WAYS TO BUILD WINNING DATA TEAMS

JOSH TAPLEY
SENIOR DIRECTOR, ENTERPRISE REPORTING, ALTICE USA

As an overall philosophy, I've always liked the idea of servant leadership in data and analytics. As your manager, I'm here not to tell you how to do something or to show you the way I've done it. I know from my own experience that there are a lot of different (and probably better) ways to accomplish the same result. I worry that if I offer too much guidance, I actually might be limiting my direct reports. Then you'll only be as good as I figured out how to do it. Whereas it actually benefits all of us if I can give you the tools and everything that you need to be successful.

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SEVEN WAYS TO AVOID BAD DATA: FROM ROI TO AI

EMMA KEELING
FOUNDER, CONSULTANT AND SALESFORCE EXPERT, HAZLEDENE SOLUTIONS

Based on my experience working in global corporate for-profits and tiny start-up not-for-profits, it's a mistake to assume that the data gets cleaner and higher-quality as you move up in size. Whether data has been collected from a website form or brought in through an API, you're following the same process of gathering information and putting it into a system. You may have more data staff in large enterprises or fewer people in small ones, but without the right checks and balances in place, you'll end up with data that's just as dirty as the next business down the road while dealing with the cost of bad data.

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FIVE TIPS FOR DATA-DRIVEN INNOVATION IN BUSINESS

NATE MAYFIELD
VICE PRESIDENT, STRATEGY & OPERATIONS, APPLICATIONS SERVICE EXCELLENCE, ORACLE

A recent statistic from Gartner that has stuck with me claims that 65% of organizations use data and analytics primarily to validate decisions they've already made. As someone who's always striving to use data more proactively, this raises a pressing question: How should organizations be using data to drive innovation rather than confirming what they already know?

To me this is a classic 'Ready, Fire, Aim' problem. It typically begins when someone has a pre-cast data analytics solution and needs to find a problem or fix, almost as a proof of concept for the solution.

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JULY 2024 TRIVIA
WINNER

Sama O'Connell
Sunlight Solutions

ANSWER TO JULY 2024 TRIVIA
(**Note:** August Trivia was skipped)

The correct answer is Hadoop.

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TRIVIA (WIN \$25)

SEPTEMBER 2024 TRIVIA / WIN \$25

How many Executive Directors did IDMA have since its formation in 1983?

- A. One
- B. Two
- C. Three
- D. Four

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 journal issue – October 2024 issue.

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New Directions in Data Management



HARTFORD, CONNECTICUT
OCTOBER 16, 2024
8:20 AM - 5:00PM

The Insurance Data Management Association and the New England Chapter of DAMA International are delighted to announce the return of their collaborative event: the Second Annual Joint Data Management Day Forum. Join us for a day packed with fresh insights into the latest trends and innovations. Explore how organizations are adapting and refining their data management strategies to excel in today's dynamic environment. Join us once again for a day of exploration and growth!

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IDMA & DAMA NE JOINT DATA DAY SEMINAR

OCTOBER 16, 2024 - Hartford, CT - New Directions in Data Management

(Review Program and Register)



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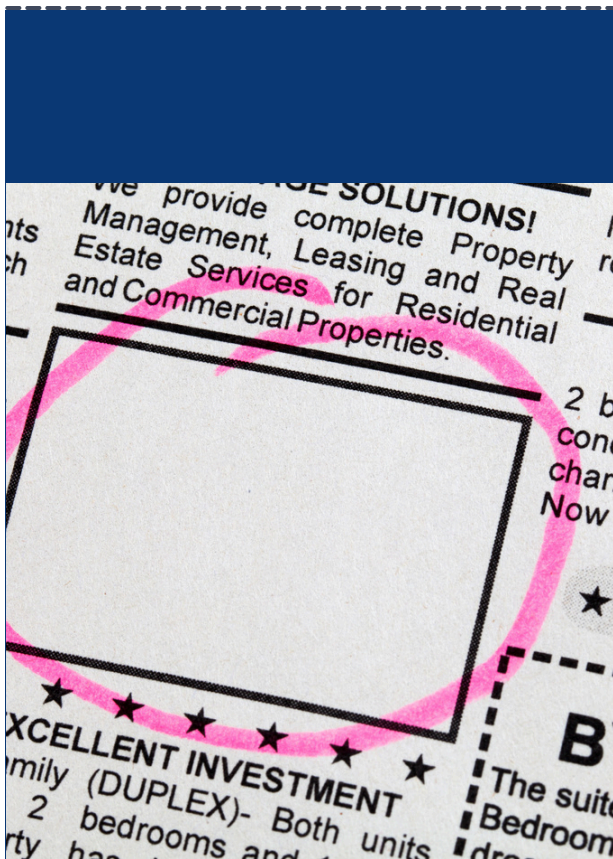
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The Insider, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective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

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