

FROM THE IDMA DESK



MILDRED MOORE-WHITE
SENIOR SPECIALIST - MARKETING,
MEDIA, & PRODUCT DEVELOPMENT
IDMA

From Data Day to Every Day: Investing in Our Data Talent

Reflecting on our recent Data Day Forum, one thing is crystal clear: the need to invest in data talent has never been greater. Data has become the heartbeat of every organization, and equipping people to harness it effectively is a game changer. At IDMA, we're deeply committed to this mission, and our certifications, educational tools, and community are all part of the solution. They're designed to build a workforce that doesn't just understand data but leverages it to drive meaningful change.

During Data Day, we saw a room full of data professionals sharing insights, learning together, and discussing the challenges of today's data landscape. But here's the takeaway: to truly make a difference, our investment in talent has to go beyond one-day events. It's about fostering a culture of continuous learning.

That's where IDMA's resources come into play. With programs like our **Certified Insurance Data Manager (CIDM)** and courses covering governance, data quality, and analytics, we provide pathways for professionals to deepen their skills and stay ahead. And for organizations, these tools offer a strategic way to build teams that are ready to navigate the evolving demands of a data-centric world. Learn more about all our educational programs [here](#).

Why is this important? Because data isn't just for IT, it touches every role, every decision. When everyone, from marketing to operations, is fluent in data, we open doors to smarter, more collaborative, and insight-driven decision-making.

Investing in talent isn't just a box to check; it's a lasting commitment to an organization's future. Creating an environment where ongoing learning is encouraged and accessible will also help organizations retain top talent. Data professionals today want roles where they can continue growing their expertise and make a tangible impact. By supporting their growth through IDMA's certifications and professional development tools, organizations are not only building stronger teams but also signaling their commitment to employee success and career progression.

So, as we carry the spirit of Data Day into our daily work, let's make professional development an everyday commitment. For those ready to invest, [IDMA.org](https://www.idma.org) is your gateway to resources that support not just careers but the entire industry. Let's shape the future of data together.

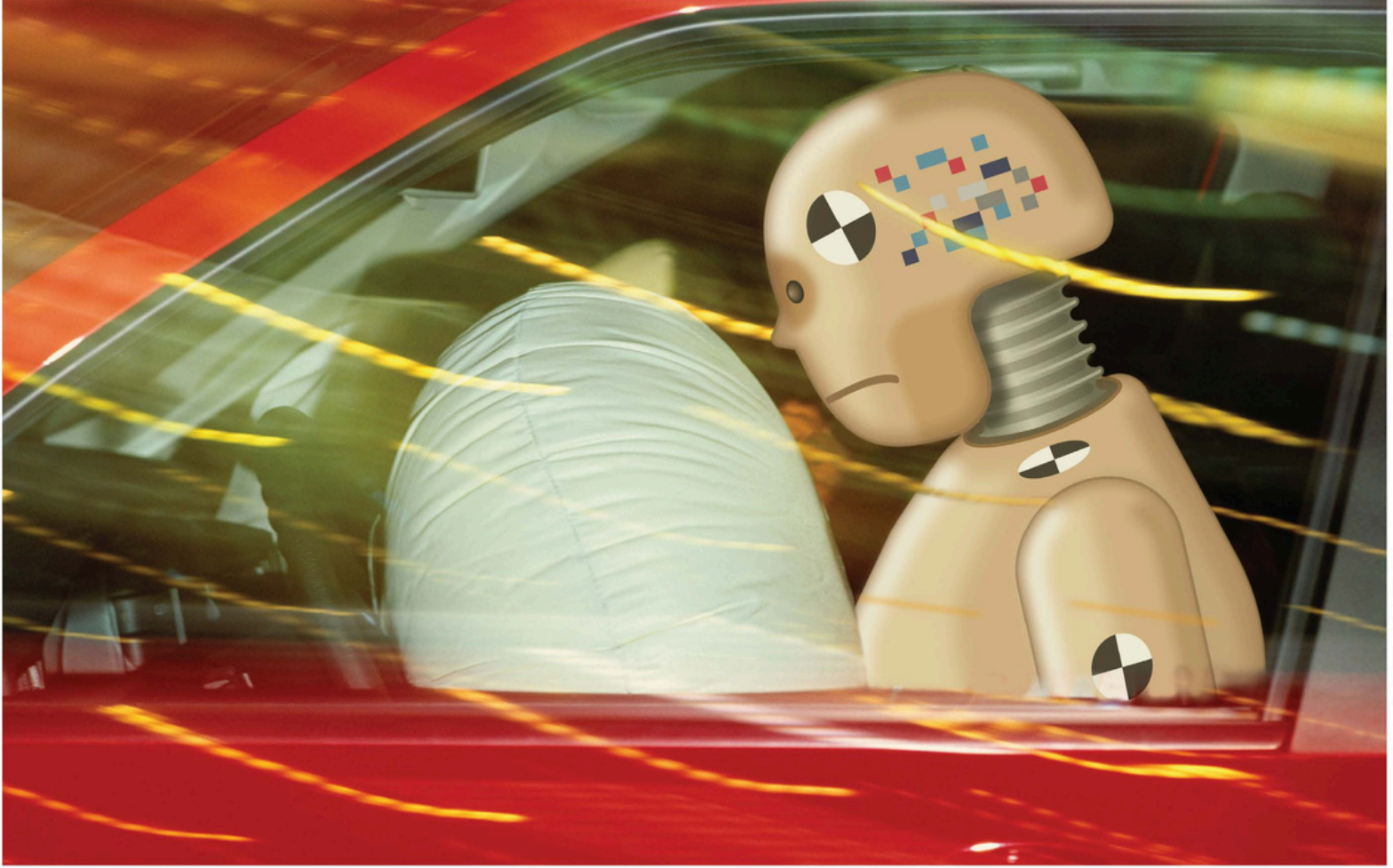
Mildred Moore-White



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Is your AI project hitting a wall?



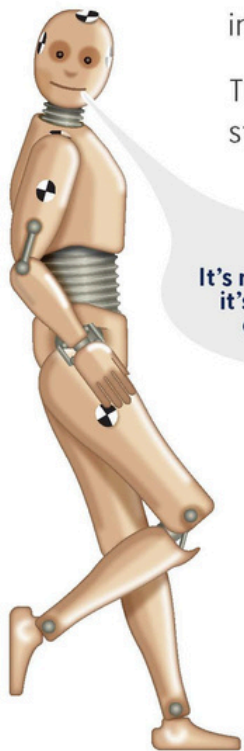
When you're running into roadblocks and not seeing the value you expected from your AI implementation, it's probably not the fault of the tool. **It's likely due to your data.**

That's where we come in. Our human-enhanced DataInFormationSM solutions can help streamline your claims process, reduce your loss ratio, and get your project back on track.

- We operate 100% in the USA, so your data stays in the US
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Get your project off its collision course and enable your AI investment to deliver on its full potential. Contact DataInFormation today.

It's not the tool,
it's the data
dummy.



DataInFormationSM

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NEW DIRECTIONS IN DATA MANAGEMENT

Recap - A Data Day Forum



UCONN Students in attendance



John Bottega



Keynote Speakers: Jordan Morrow & Valerie Logan along with Farouk Yassine (Centered)

Data Day 2024 Forum Recap

On October 16, 2024, IDMA and DAMA NE hosted the "New Directions in Data Management" Forum in Hartford, Connecticut. This one-day event gathered industry experts and engaged students from UConn to discuss critical data topics, including data culture, upskilling, trust, security, and AI.

Highlights included keynotes by Valerie Logan of The Data Lodge and Jordan Morrow, the "Godfather of Data Literacy," who inspired attendees with insights on fostering data-literate organizations. Networking opportunities, an exhibit hall, and interactive sessions enriched the experience, fostering a vibrant exchange of ideas.

Special thanks to our sponsors and partners for making this event possible. Together, we're advancing the future of data management!



Sandi Perillo-Simmons



Keynote Speakers: Valerie Logan



Pictured Left to Right:
Laura Sebastian-Coleman
Theresa Peachey
Elizabeth Faber
Scott Taylor
Sandi Perillo-Simmons





NEW DIRECTIONS IN DATA MANAGEMENT

OCTOBER 16TH, 2024

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Wherever I've brought my data skills – a home construction company, a pediatric health system, a multinational manufacturer of confectionery and pet food products, or my own consulting practice – I've always talked about the art of the possible.

For me this means helping every organization maximize the data tools at their disposal, ideally with a persona-based view that centralizes all analytics in one place.

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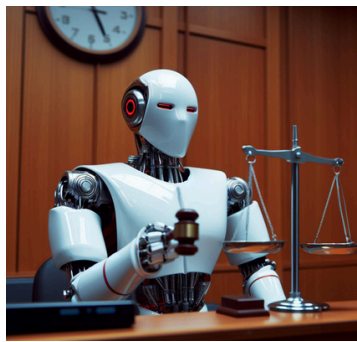
AI'S ROLE IN ENABLING DATA ANALYTICS AT SCALE

SARAH NAGY
CO-FOUNDER / CEO, SEEK AI

Many companies have set goals to achieve data analytics at scale. They're understandably excited about equipping their employees to pull more customized insights from their data. So why do few companies ever get there?

The first issue is that analytics at scale can mean a few things. In large enterprises, the goal might be to scale analytics into the hands of every person in the business, which could total hundreds of thousands of people. At this scale data catalogs become a key consideration so that people can find the data they need and get analytics for it.

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SIX CDO HEADWINDS AND FIVE STRATEGIES FOR SUCCESS

RANDY BEAN
AUTHOR, "FAIL FAST, LEARN FASTER: LESSONS IN DATA-DRIVEN LEADERSHIP IN AN AGE OF DISRUPTION, BIG DATA, AND AI"

Let's clear up two common misconceptions right away:

- You do not have to have a CDO or Chief Data and Analytics Officer (CDAO) in your organization to become data-driven
- The most digitally native companies don't have CDOs or the equivalent because their existence is predicated on the idea that being data-driven already is in everyone's DNA. Those that do have CDOs are primarily legacy organizations, which constitute about 90 percent of the Fortune 500.

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DELIVERING THE ULTIMATE CUSTOMER EXPERIENCE WITH DATA AND CULTURE

POOJA KAMATH
PRESIDENT & CHIEF ARCHITECT, API INSIGHTS

Data leaders are also consumers, and like me you've probably been asked many times to provide feedback to a company you've chosen for a product or service. What happens then? How do companies actually use data to improve the customer experience? In most cases you probably don't see a change in that company, which means that giving feedback feels like a waste of time.

As I've noted elsewhere, even the most well-meaning product managers and customer service reps don't stand a chance in companies that have made only superficial investments in customer experience (CX).

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**AND THE
WINNER IS...**

**CONGRATS TO OUR
SEPTEMBER 2024
TRIVIA WINNER**

Candice Southcott
The Hartford

ANSWER TO SEPTEMBER 2024 TRIVIA

The correct answer is two Executive Directors. Richard Penberthy (1983-2006) and Farouk Yassine (2006-current).

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

TRIVIA (WIN \$25)

OCTOBER 2024 TRIVIA / WIN \$25

You are in a rectangular room with concrete walls, ceiling and floor. There are no windows. Inside this room is a 2-foot high block of ice, a candle, and matches. There are also 45 bombs set to explode in 88 minutes. You have no tools to defuse the bombs. How do you escape?

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 – November 2024 issue.

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11:45 AM - 4:15 PM ET



Learning Objectives

- **Data strategy principles:** Learn about the principles, policies, and processes of data strategy
- **Data strategy development:** Learn how to develop a data strategy that aligns with corporate drivers and business elements
- **Data strategy implementation:** Learn how to lead the creation and implementation of a data strategy
- **Data strategy measurement:** Learn how to measure the success of a data strategy for stakeholders
- **Data strategy sustainability:** Learn how to sustain a data strategy at an organizational level
- **A case study** will be included that help apply the concepts to your unique organization.
- **Augmented with fireside chat** discussions with well-known practitioners and experts in the data management and business strategy space.

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November 19-20, 2024 VIRTUAL – *Data Strategy as Business Strategy Boot Camp*
(Review Program and Register)



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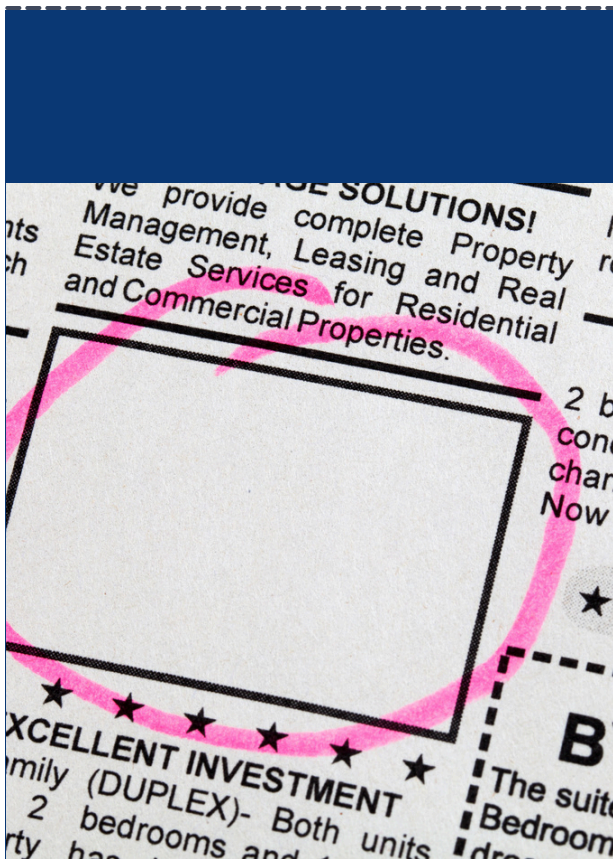
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The Insider, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective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

Join us in empowering and educating the data community!

The IDMA Team



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