

FROM THE IDMA DESK



**RICH MORALES, CPCU, CIDM, PMP,
FIDM
VICE PRESIDENT OF MEMBERSHIP
IDMA**

A Pivotal Moment for the Insurance Industry

This year's IDMA annual conference theme—"Bridging Disruption and Discipline: Data Governance in the Age of AI"—marks a critical juncture for the insurance industry. As we stand on the edge of AI-driven transformation, we encounter both significant challenges and extraordinary opportunities to enhance efficiency in underwriting, claims management, and customer service.

Embracing Change with Intention

Our theme is more than just a call to adapt; it also reaffirms our commitment to innovation. While the pace of technological change can be daunting, robust data management—spanning governance, stewardship, quality, privacy, and protection—is still the foundation that enables AI to thrive in a regulated and high-stakes environment like insurance. By safeguarding data integrity and adhering to compliance requirements, we establish the trustworthy, secure infrastructure that drives AI-focused initiatives.

AI: A Powerful Catalyst for Industry Evolution

The transformative power of AI within the insurance industry is immense, influencing areas such as predictive claims processing, automated underwriting, and intelligent customer support. However, without disciplined data governance practices—which include consistent definitions, quality controls, and effective metadata management—AI systems risk producing inaccurate outcomes. This can not only frustrate customers but also exposes organizations to regulatory repercussions. Our collective experience with enterprise-wide data governance has shown that discipline fosters safe and sustainable innovation.

Conclusion

In summary, "Bridging Disruption and Discipline" serves as both a reminder and a roadmap. While AI has the potential to transform the insurance industry, its success is contingent on effective data management at every level. This balanced approach ensures organizations remain agile enough to capitalize on new technologies while being disciplined enough to uphold compliance, reliability, and trust. By uniting data governance and AI innovation, we can continue to deliver greater value to our businesses, customers, and partners—guiding us through this era with clarity of purpose and a steadfast commitment to excellence.

We invite you to join us at our 2025 annual conference, a premier forum where industry experts, solution providers, and practitioners come together to explore innovative strategies, share real-world insights, and foster impactful connections. Gain hands-on knowledge of best practices and discover innovative approaches that can guide your organization toward greater efficiency and profitability. By participating, you'll not only stay ahead of the curve in an evolving insurance landscape but also help strengthen the collective expertise that powers our industry's future.

Richard Morales



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WAYS TO CREATE IMPACT FROM WORKFORCE DATA TRAINING

BY MERAV YURAVLIVKER
CHIEF LEARNING OFFICER, DATA SOCIETY GROUP

I get it. Workforce training is tough. You and your colleagues are busy with your day jobs. You probably have a full life outside of work. Despite the fact that the internet has a lot of free data training courses, and most companies have access to at least one learning platform, carving out the time and dedicating it to learning a new skill is a big ask.

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HOW DATA STORYTELLING ACCELERATES SOCIAL MOBILITY

BY ALLEN HILLERY
ADJUNCT PROFESSOR, MACAULAY HONORS COLLEGE

At some point in the near future, data is simply going to be a given for any job. This does not mean that everyone will need to be coding in R or doing advanced calculations and spreadsheets. But data literacy is going to be part of the package. The more that you are comfortable with data and the more that you can leverage it, the better off you'll be. Will data skills appreciably help to create a new middle class? Consider that every career vertical is going to need people who know how to use data and feel comfortable with it.

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FIVE WAYS TO ACCELERATE WOMEN'S LEADERSHIP ON DATA CULTURES

BY 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.

So where should women start if they want to encourage new data leaders or if they aspire to become one themselves?

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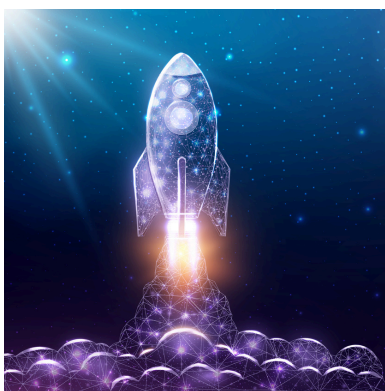
A MORE INCLUSIVE WAY TO CREATE NEW DATA LEADER

BY JACOB MARTINEZ
FOUNDER AND CEO, DIGITAL NEST

Although I spent a lot of my college education looking for the right direction, it was after I decided to apply for a PhD program in Biology that a chance encounter changed my career path permanently. This new direction is helping to create new, and more diverse data leaders in Silicon Valley's backyard.

I was working as an administrative assistant for a program at UC Santa Cruz that was trying to drive up diversity in STEM. My local community outreach brought me to Watsonville, California, a farmworker community 45 minutes south of San Jose.

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**CONGRATS TO OUR
DECEMBER 2024
WINNER**

Leah Cullinane
DataMax Technologies

ANSWER TO DECEMBER 2024 TRIVIA
(Please note there were no January 2025 trivia published)

According to most definitions, a neural network needs at least two hidden layers to be considered deep learning; meaning that a network with only one hidden layer is not typically classified as "deep learning."

INSURANCE DATA MANAGEMENT ASSOCIATION
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TRIVIA

FEBRUARY 2025 TRIVIA / WIN \$25

Take one full cup of coffee a drink 1/6 of it. Replace what you drank with milk. Now, drink 1/3 of the coffee/milk mixture. Again, replace what you drank with more milk. Now, drink 1/2 of what is in the cup. Once again, replace what you drank with milk. Now drink the entire cup of mixed coffee/milk.

The questions are:

1. Have you had more milk or more coffee?
2. How much of each have you had?

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 – March 2025 issue.

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IDMA 2025 Annual Conference

Presents

Bridging Disruption and Discipline: Data Governance in the Age of AI

JUNE 10-12, 2025
DOUBLETREE CENTER CITY PHILADELPHIA
PHILADELPHIA, PENNSYLVANIA



IDMA is currently seeking session proposals for 60-minute sessions that focus on core data management practices and a variety of advanced and specialized topics, along with several educational and professional development sessions. Panel proposals are also welcome (3-5 speakers, topic, and 3-5 points to be addressed).

Call for Sessions

DEADLINE: MARCH 3, 2025

SCAN ME



More info: events.bizzabo.com/IDMA2025AnnualConf

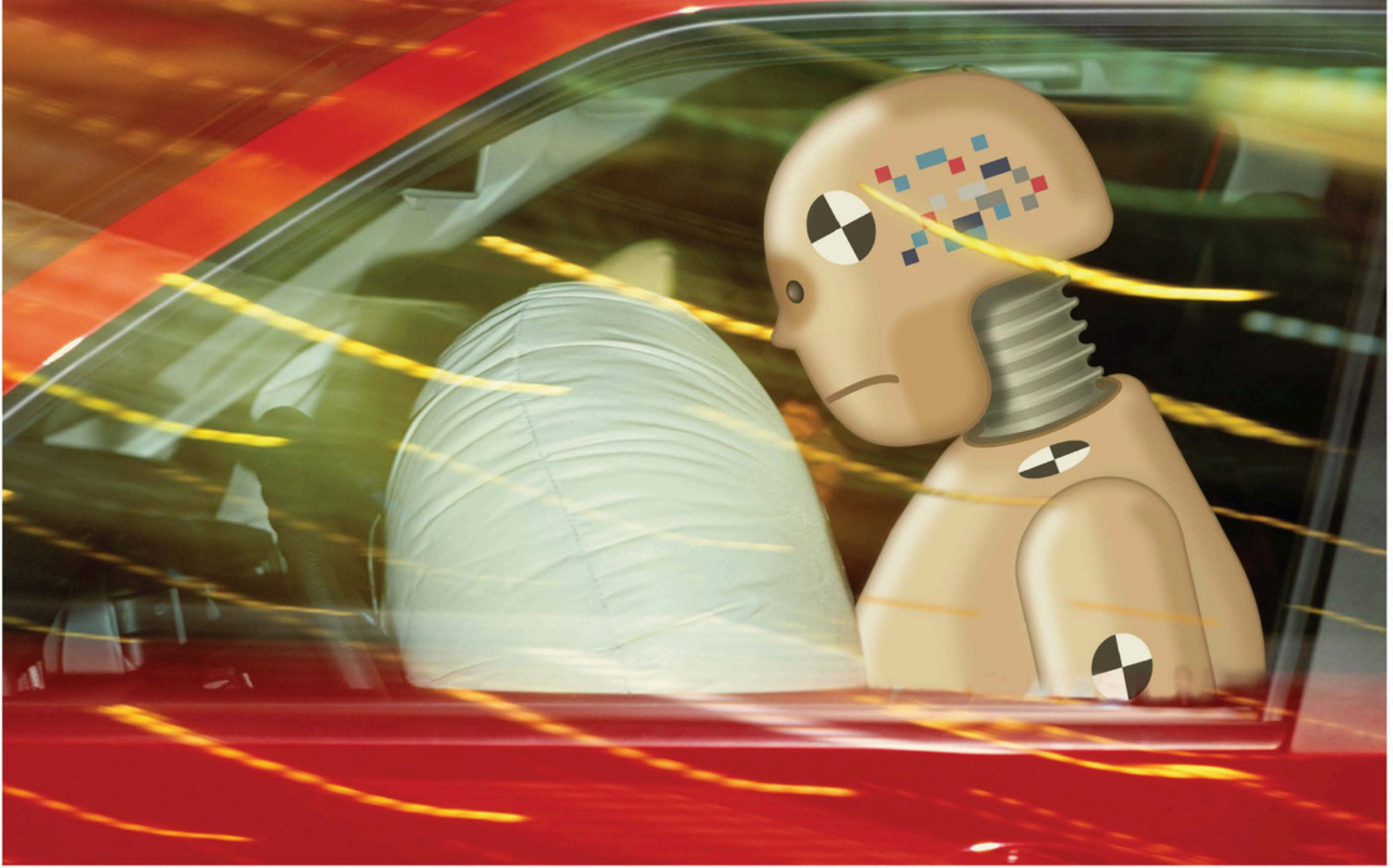
CALENDAR OF EVENTS

ANNUAL CONFERENCE

June 10-12, 2025 - PHILADELPHIA, PA
(Call for Speakers Extended to March 3, 2025)



Is your AI project hitting a wall?



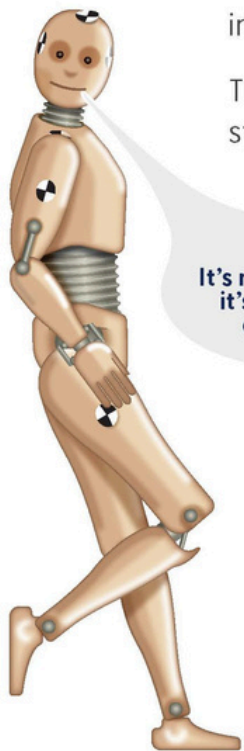
When you're running into roadblocks and not seeing the value you expected from your AI implementation, it's probably not the fault of the tool. **It's likely due to your data.**

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



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

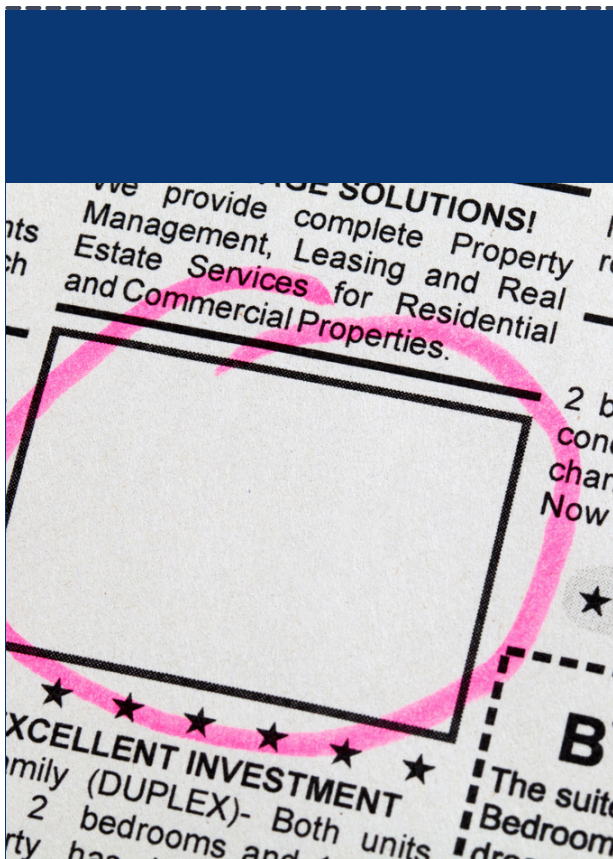
Passionate about data and eager to share your knowledge? Be a part of The Insider, our monthly journal. Contribute an educational article, showcase your expertise, and engage with our community of data professionals.

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!

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