

PRODUCT DEVELOPMENT SECTION

PRODUCT DEVELOPMENT SECTION COUNCIL

R. Dale Hall, *Chairperson*
Rob Stone, *Vice-Chairperson*
Sue Sell, *Secretary/Treasurer*

Cathy Bierschbach
James Christou
John Currier

Christine Dugan
Steve Largent
Tom Phillips

INSTRUCTIONS

**Please vote for up to three candidates.
Ballots with four (or more) votes are invalid and will not be counted.
The top three candidates will receive three-year terms.
Only names of persons who have indicated they would serve, if elected, are listed on the ballot.**

INFORMATION ABOUT NOMINEES:

For each section, the candidate who submitted his information first appears first on the ballot. All others follow in alphabetical order. Biographical information and answers to the question are as provided by the candidates. Biographies are limited to identification of employment, major fields of professional activity, service in the Society of Actuaries, and other relevant experience.

CANDIDATE QUESTION:

Why are you interested in leading the Product Development Section as a council member?

Thad Dawson, FSA, Associate Actuary - Pricing, The Principal Financial Group, Des Moines, IA

Professional Background: Product development actuary specializing in life insurance and annuities. I am currently responsible for pricing and profitability management for fixed deferred and indexed annuities. With 18 years of experience in the insurance industry, my product experience is varied and includes life, individual deferred annuity, and group annuities for defined-contribution and defined-benefit terminal funding cases.

Society of Actuaries Activities: SOA examination site supervisor.

Relevant Experience: Iowa Actuaries Club program committee; internal company committees responsible for organizing educational opportunities.

Why are you interested in leading your section? I am very curious by nature and consider collaboration to be one of my stronger skills. Representing the Product Development Section will not only give me the opportunity to be exposed to a number of fresh perspectives but more importantly bring these to the rest of the actuarial community.

* * * * *

Christie Goodrich, FSA, Vice President – Life Product Management, Aviva Life and Annuity Company, Des Moines, IA

Professional Background: Product development actuary specializing in the pricing, product development, and administration of a full array of life insurance products with a current emphasis on indexed universal life insurance.

Why are you interested in leading your section? I am interested in participating in the leadership of the Product Development section to share my ideas for the future of the pricing and product development of life insurance and annuities. I also look forward to the networking opportunities associated with such a position.

* * * * *

Leonard Mangini, FSA, MAAA, Vice President & Chief Actuary, ACE Tempest Life Re USA, Stamford, CT
Professional Background: Marketing, design, pricing, financial reporting and underwriting of life insurance products sold through various marketing channels and customized reinsurance solutions tailored to managing their risks.

Society of Actuaries Activities: Member of Marketing and Distribution Section Council, 2005-2007; Panelist, 2007 SOA Life Spring Meeting, Older Age UW Session; Member, 2007 SOA Life Spring Meeting Program Committee; Member, 2006 SOA Annual Meeting Program Committee; Exam 5 Course Committee: Grading, 2002; Exam Writing, 2003-2004; Non-Voting "Friend" of the Nontraditional Marketing Section Council, 2002-2004.

Relevant Experience: Reinsurance pricing on the buy side at a direct carrier and sell side with several companies. Pricing and product development with a direct carrier, various assignments with two major consulting firms involving life and annuity product development; medical underwriting; and M&A.

Other Professional Activities: Current Member, Actuarial Society of Greater New York's Continuing Ed Committee; Annual Meeting Coordinator, Actuarial Society of Greater New York, 2003-2004.

Why are you interested in leading your Section? Professionally, I'm the Chief Actuary of a recent entrant into the life reinsurance marketplace and have been involved in building the company from the ground-up. Day-to-day, I'm involved with business/technical issues involving pricing and valuation of a variety of products. This provides an important "Reinsurer's View" to round out the perspective of the Council. I served three years on the Council of the Marketing and Distribution Section, so I know the work a Council performs and how important volunteer work is for advancing the profession and the SOA's objectives.

* * * * *

Paul O. Pflieger, FSA, Director, Expense Analysis, Thrivent Financial for Lutherans, Minneapolis, MN
Professional Background: FSA 1994; MAAA 1990. I have also served on the following industry committees: LOMA Product Development Management Committee (2002-2008); ACLI Annuities Committee (2001-2008).

Society of Actuaries Activities: 2006 SOA Annual Program Committee (Chair); 2005 SOA Annual Program Committee (Vice Chair).

Relevant Experience: Over 15 years in product development leadership roles. I have extensive experience in annuity product development, pricing and general product management. During this tenure, I led the development of a wide variety of products, including fixed and variable deferred annuities, fixed and variable immediate annuities, inflation-adjusted immediate annuity, equity-indexed annuity, and VA guaranteed living and death benefits. I have also led life product and LTC product development efforts. In addition, I have led cash flow testing and valuation functions for life, annuity and health products.

Why are you interested in leading your section? My purpose for seeking election to the Product Development section council is threefold: (1) to make a meaningful contribution to the actuarial profession as a whole by sharing my knowledge and product development experiences with others in similar roles; (2) to stay engaged in industry activities and help shape the resolution of issues concerning the profession; and (3) to broaden my product development abilities through increased networking with other actuarial professionals.

* * * * *

Joseph Soga, ASA

* * * * *

Yuhong (Jason) Xue, FSA MAAA, Consultant, Watson Wyatt Insurance and Financial Services, Berwyn, PA
Professional Background: Pricing of variable products, mortality and longevity risk management, experience study with generalized linear models (GLM), asset and liability management, statutory and GAAP valuation, M&A, and International (Asian) products.

Society of Actuaries Activities: Presenter at the Product Development Symposium.

Why are you interested in leading your section? Passionate about introducing new methods possibly from other areas or disciplines to product development. Strong desire to serve the profession through education, research and the exchange of new ideas.

* * * * *

Chris Daniels, FSA, MAAA, Life Product Development & Pricing Vice President, Farm Bureau Life Insurance Company, West Des Moines, IA

Professional Background: Product development and pricing actuary at Farm Bureau Life since 1985, with a full range of individual life and annuity products, both variable and non-variable. Involved in all aspects of state filing compliance, competitive research, design of products and policy forms, design of agent compensation programs, pricing assumptions and models, and reinsurance. Management of the Product Development & Pricing department since 1994. Illustration Actuary, 1997-2007. Member of the following company committees: Asset/Liability Management, Market Conduct, Capital Adequacy, Variable Product Subaccount Due Diligence, Product Management. Member of Farm Bureau Life Management Team. Actuarial Science degree from Drake University.

Why are you interested in leading your section? Competitive pressure and regulatory challenges continue to increase for life and annuity products. Product Development actuaries are facing a very challenging time, with movement to principles-based approaches. But, those challenges also present many new opportunities for new types of product development. I would like to participate in the discussion on how to move forward.