



SOCIETY OF ACTUARIES

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# MOVING INTO NEW AREAS

**HELPING ACTUARIES** to gain recognition and expand their roles into new areas has been an SOA initiative for several years. Evidence of this can be seen in the majority of recent SOA activity, including a series of articles in this magazine, “Actuaries On Boards” (see page 12 for the third part in the five-part series), the SOA’s business analytics project that was started in 2011, and a new project on broader financial services that will get underway soon.

The series of articles highlight and explore the skills and knowledge actuaries have to offer as members of a board of directors, as well as what it takes to get there. The main topics of the articles are: business/subject matter experience, connections, personality traits, focus and the SOA’s role. Past issues can be found on the SOA website; as mentioned earlier, there is an article in this issue; and the last two articles in the series will be in the following two issues. The articles are full of good advice, so please take the time to read them.

At the 2010 SOA Annual Meeting, the SOA board of directors approved “Actuaries in Advanced Business Analytics” as part of the 2010 strategic plan. The board requested the answers to two questions: Are there significant opportunities for actuaries in business analytics? And, if so, what actions should be taken by the SOA?

The initiative had two components: explore and recommend. The former included environmental scanning, identification of skills needed, a gap analysis, and market research with members and employers to determine their interest and organizational readiness. The exploration determined there are significant opportunities for actuaries in advanced business analytics; thus, recommendations were developed for consideration by several areas of the SOA for implementation.

The SOA has plans to create a task force centered on creating opportunities for actuaries in the broader financial services arena. To date, the SOA has conducted studies that have provided some insight into the opportunities as well as the challenges that it would be faced with by an effort to expand into nontraditional markets. The task force would take the next step by creating a sustained effort to target specific markets and identify what would be needed for a successful entry into those markets and positions. The task force will complete its research and recommendations by year-end 2012. It will seek approval for the recommended broad course of action in 2013.

As you can see, the SOA is continually seeking ways to better serve and improve career opportunities for our members. If you have any suggestions for how we can continue this work, please visit “Contact Us” on [soa.org](http://soa.org) and share your ideas. **A**

— SOA Executive Director Greg Heidrich

**THE ACTUARIAL PROFESSION IN THE NEWS**

The SOA is focused on raising awareness of actuaries in the media. Recent efforts have been successful. Here are just a few examples:

**Be Happy: Become An Actuary**

Read about actuary being ranked one of the top jobs for 2012. For the full article, visit [www.efinancialnews.com](http://www.efinancialnews.com), search term Become An Actuary, or use the QR code.



**An Age-Old Debate**

*The Wall Street Journal* blog quotes Eric Stallard. To read the blog, visit [www.blogs.wsj.com](http://www.blogs.wsj.com), search term Age-Old Debater, or use the QR code.



**Planning For Retirement? Plan To Live To 100**

*MarketWatch* quotes two actuaries about retirement planning. To read more, visit [www.marketwatch.com](http://www.marketwatch.com), search term Robert Powell, or use the QR code.



**St. Louis-Area Man, 100, Dies On Leap Day—His 25th Birthday**

Actuaries discuss the probability of being born on a leap day. For the full article, visit [www.stltoday.com](http://www.stltoday.com), search term George Keller, or use the QR code.



**Who Will Take Care Of Us In Our Old Age?**

*CBS MoneyWatch* notes SOA work on provider shortages. To read the article, visit [www.cbsnews.com](http://www.cbsnews.com), search term Who Will Take Care Of Us, or use the QR code.



**Too Young For Life Insurance? The Debate Over Policies For Children**

Jim Miles, FSA, talks to *Fox Business* about purchasing life insurance for children. For more information, visit [www.foxbusiness.com](http://www.foxbusiness.com), search term Too Young For Life Insurance, or use the QR code.



View all of these articles by going to [www.soa.org/newsroom](http://www.soa.org/newsroom) and clicking on the Profession In The News link. 

**PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

**47TH ACTUARIAL RESEARCH CONFERENCE (ARC)**

Aug. 1 – 4  
Winnipeg, Manitoba

**VALUATION ACTUARY SYMPOSIUM**

Sept. 10 – 11  
Los Angeles, Calif.

**CRITICAL ILLNESS INSURANCE FORUM**

Sept. 10 – 12  
Las Vegas, Nev.

**DI & LTC INSURERS' FORUM**

Sept. 12 – 14  
Las Vegas, Nev.

**PRODUCT TAX SEMINAR**

Sept. 20 – 21  
Washington, D.C.

**ANNUAL MEETING & EXHIBIT**

Oct. 14 – 17  
Washington, D.C.

**ASSET LIABILITY MANAGEMENT TECHNIQUES AND PRACTICES**

Oct. 22 – 24  
Chicago, IL

**ASSET LIABILITY SEMINAR**

Oct. 25 – 26  
Chicago, IL

**SOA ANNUAL SYMPOSIUM – SHANGHAI SOA**

Nov. 5 – 6  
Shanghai, China

View all Professional Development opportunities by visiting [www.soa.org](http://www.soa.org) and clicking on Event Calendar.

**ATTENTION READERS!**

If you have an idea for an article you think should appear in *The Actuary*, or a response to something you have read in these pages, tell us about it by sending an email to [theactuary@soa.org](mailto:theactuary@soa.org).

