



SOCIETY OF ACTUARIES

Article from:

Product Matters!

February 2011 – Issue 79

2011 Election Results

By Christie Goodrich



Christie Goodrich

As we embark upon the new year, it is that time again when we welcome new members to the leadership of the Product Development Section and wish well the members who have served our section for the past three years. It is with deepest regard that we say thank you to our retiring members John Currier (outgoing chairperson), Sue Saip and Tom Phillips.

Last fall, you cast your votes and we are pleased to announce the newest members of the Product Development Section Council are Rhonda Elming, Stephen Peeples, Paula Hodges, and Vera Ljucovic. We look forward to the perspective that the new members will bring to the Section Council and are pleased to share a little about each of them.

Rhonda Elming is senior vice president, Product Management for Aviva USA. Her responsibilities include product development, pricing and ongoing product management for all of Aviva's product lines including life insurance, annuities and managed account-guaranteed investment contracts. With more than 20 years of experience in the insurance industry, Rhonda has utilized her actuarial expertise and strong leadership skills to lead the development of several innovative products spanning multiple distribution channels including captive and independent agents, financial institutions and direct response. Prior to joining Aviva, Rhonda led the fixed annuity product development team for ING US Financial Services (Des Moines, Iowa) and held a variety of actuarial positions at Allstate Life Insurance Company (Northbrook, Ill.). Rhonda is considered an industry expert on indexed products and has spoken at several insurance industry functions on the topic. She is a graduate of the University of Iowa with a B.S. degree in Actuarial Science. Rhonda is a Fellow of the Society of Actuaries and a Member of the American Academy of Actuaries.

“... it is that time again when we welcome new members to the leadership of the Product Development Section ...”

Stephen Peeples is vice president, Life Products for Genworth Financial. In his current role, he is responsible for leading the product development of the term life insurance portfolio. Stephen has 16 years of product development expertise, including actuarial leadership roles at Transamerica Reinsurance and Protective Life Insurance Company. He has worked with a wide spectrum of life insurance products, and has been involved in the industry's response to the many regulatory changes that have occurred over the last 19 years. Stephen holds a bachelor's and master's in Mathematics from Stamford University and Dartmouth College, respectively. He has also earned his fellow, Society of Actuaries (FSA) and member, American Academy of Actuaries (MAAA) accreditations.

Paula Hodges is a senior manager at Allstate Financial. Key responsibilities include management of the in-force life and annuity business as well the pricing governance framework. She has previous experience working with modeling and illustration software. She has been an active volunteer with the Society of Actuaries, serving on the Technology Council and the Management and Personal Development Section Council, prior to her current role on the Product Development Council.

Vera Ljucovic is vice president, Marketing for Canada Life Reinsurance based in the Toronto, Canada office overseeing a team that focuses on the U.S. Life Reinsurance business. In this role, she is primarily responsible for working with clients to negotiate and price traditional reinsurance products to meet client's risk and capital needs. Vera has held a variety of roles throughout her career at Canada Life Re and several other U.S.-based reinsurance companies and a direct writing Canadian company. These roles have provided experience working with the many aspects of the insurance operation including marketing, mortality research, financial reporting, in-force management, product development, valuation, and treaties. Vera is a fellow of the Society of Actuaries, a fellow of the Canadian Institute of Actuaries, a member of the American Academy of Actuaries and holds a B.Math degree with a major in Actuarial Science from the University of Waterloo. □