



SOCIETY OF ACTUARIES

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Chairperson's Corner

Product Development Global Perspectives

By Jim Filmore

John Ruskin is an English author, poet, and artist who lived from 1819 to 1900. While everyone may not recognize the name, he penned the phrase that is currently the motto of the Society of Actuaries (SOA). That motto is “The work of science is to substitute facts for appearances and demonstrations for impressions.”

The majority (if not all) of the work conducted by our Product Development Section helps actuaries to live our motto. Our section is extremely active with respect to delivering relevant content through various mediums. Those mediums include research projects, webcasts, developing sessions for industry meetings, and articles in the *Product Matters!* newsletter.

Our SOA section is one of the largest, with approximately 3,100 members. Thank you to all of those who have made a contribution in the past through our various mediums. I encourage everyone to consider how they can contribute to our section to make it even better. In particular, the content contributed by our section members tends to focus on the U.S. life insurance market as that is the greatest concentration of our member base. However, members of our section currently live and work in 43 different countries around the world. Thus, it would be fantastic to hear some of those global perspectives. Actuaries in one country often develop a product or product feature and—in the process—learn lessons that can be applied in other countries. It would be great if those perspectives were shared so that actuaries in other markets don't need to learn those same lessons the hard way.

Thanks and I look forward to another productive year for the Product Development Section! **□**



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