

News DIRECT



IN THIS ISSUE

[Letter from the Editor](#)

by Juliet Sandrowicz

[Challenges of Product Development within Middle Markets](#)

by Brian Grigg

[Reflections on SOA Annual Meeting Panel on e-Commerce—RAD Pioneers Making Mid-Market Inroads](#)

by Maria Thomson

[Guaranteed Uncertainty: Socioeconomic Influences on Product Development and Distribution in the Life Insurance Industry](#)

by Richard Hekeler

LINKS



[NewsDirect](#)



[Marketing & Distribution Section](#)



[Related Links](#)



LETTER FROM THE EDITOR

By Juliet Sandrowicz

The Marketing and Distribution council has an extensive list of activities planned for 2011, including a series of webcasts, new research projects, expanding partnerships with non-actuarial organizations, sponsoring sessions at SOA meetings, and a wide range of other initiatives. Be sure to go to the Marketing and Distribution website for more details.

Feature articles in this issue are:

- Brian Grigg, vice president Annuity Distribution of Old Mutual Financial Network, tells us "it's relatively easy to figure out what the middle market needs" and "distribution plays a key role in designing products that will help the middle market take a step in a positive direction" in his article on "Challenges of Product Development within Middle Markets."
- Maria Thomson, founder of RAD Insurance Holdings, summarizes two examples of pioneering firms that have tried RAD (Rapid Assessment & Delivery) and have been successful in "Reflections on SOA Annual Meeting Panel on e-Commerce—RAD Pioneers Making Mid-Market Inroads."
- LIMRA and the Marketing and Distribution Section of the Society of Actuaries recognize that both socioeconomic and other trends will shape the industry over the next five years in "Guaranteed Uncertainty—Socioeconomic Influences on Product Development and Distribution in the Life Insurance Industry," by Richard Hekeler, Ph.D., director of Custom Research LIMRA.

As part of our initiative in expanding partnerships with non-actuarial organizations, we will make available upcoming meeting and event announcements. At this time, the JCG Group Ltd. would like to announce: Mory Katz, former chairman and CEO of private-equity owned Direct Response Corporation will present the keynote address at the 2011 Insurance Direct



CONTACT

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INFORMATION

Marketing Forum. The 2011 Insurance Direct Marketing Forum (www.icg-conferences.com) will be held March 7 & 8 in Annapolis, Md.

I encourage each member to contact the council or me with your ideas, your articles, or any comments that you have to make NewsDirect more useful to you. Enjoy this issue of News Direct!

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