

MARKETING & DISTRIBUTION

(Vote for up to four candidates)

Chris Siudzinski

Vladimir Krepkiy

Art Lewis

Aneesha Deshpande

Chris Siudzinski, FSA, MAAA
Lead Actuary
INSKI Consultants LLC
Brooklyn, NY

Professional Background

Chris Siudzinski is the lead actuary at INSKI which specializes in product and channel development for direct-to-consumer insurers and the reinsurers who support them. He has also consulted with a number of Insurtechs and online platforms, marketing companies, and other affinity organizations. His consulting work spans risk management, marketing strategy and tactics, experience studies, data-driven underwriting, and, of course, pricing.

Chris has held Vice President and Chief Actuary roles focused on Life and Health lines of business, in the US and internationally, at AIG and MetLife. He began his career at Milliman as a Healthcare Consulting Actuary in San Francisco and New York.

Chris received a bachelors in English and Mathematics from the University of Wisconsin - Madison.

Society of Actuaries Experience (Section and committee memberships and participation)

Chris recently became a Friend of the Marketing and Distribution section and has spoken at various conferences on direct marketing and simple A&H and Life products.

Other Relevant Volunteer Experience

Most of my volunteer work is community-based: I coach soccer and flag football, am active in planning local school fundraisers and other events, and even host poetry readings at neighborhood pubs with my wife.

Why are you interested in leading this section?

There's so much happening in the insurance world right now and I believe that changes in marketing and consumer behaviors will be some of the biggest drivers of these changes.

Over my career I have tracked the success (and sometimes failure) of many types of products and marketing campaigns, and I remain continually intrigued by what marketing and distribution teams will try next and what the technologies will allow them to do.

I plan to be part of these transformations, and my wish is that by serving on the council I will be better positioned to help advance how we as actuaries and business leaders can incorporate the dynamics of marketing and distribution into our role.



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Vladimir Krepkiy, FSA, MAAA, FCIA, FCA
Consultant
Bruce & Bruce Consulting Actuaries
Lake Bluff, IL

Professional Background

Currently I am a part of a small actuarial consulting firm based out of the Chicagoland area. Due to the nature of our company business, I am involved in different areas of actuarial services. My responsibilities range from product development and pricing to providing the services of an appointed actuary.

Throughout my actuarial career, in addition to the traditional valuation and pricing roles, I have also worked in the ERM function and have been a part of strategic initiative projects.

While most of my professional experience was acquired in Canada, I have been living and working in the US for the past 3 years.

Society of Actuaries Experience (Section and committee memberships and participation)

I have been a friend to a marketing section council in the last year. I cannot say that I contributed much, but I tried to attend the meetings when I could. With the birth of my daughter, it is suddenly becoming challenging to follow the daily timetable in a predictable manner.



Other Relevant Volunteer Experience

None

Why are you interested in leading this section?

My decision to run for a council member of the Marketing and Distribution section was the result of my intensive involvement with the marketing side of the business. Given the tasks I am facing in my current role as well my experience, I feel that I will be a good fit for Marketing and Distribution section.

As a consultant, I am often participating in the marketing and distribution discussions as part of the product development initiatives. Consulting on these matters has allowed me to gain a solid understanding of variety of challenges the companies are facing today.

Furthermore, throughout my career, I have been engaged in establishing businesses that provide services nonrelated to actuarial field. As a partner, I was responsible for business development and growth. This experience has helped me to gain a unique perspective about marketing aspect of the business which could also be applicable in the insurance business.

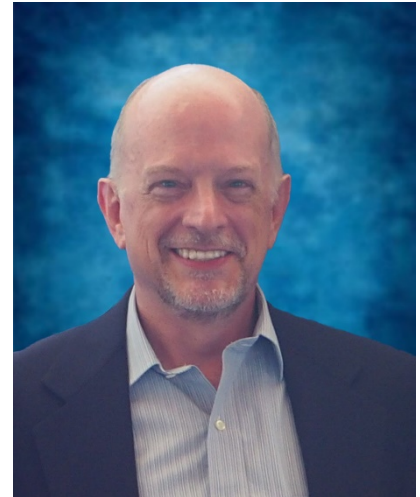
In summary, marketing and distribution is something I get to be involved in quite often. I am convinced that my experience both within and outside of actuarial field can greatly benefit this section.

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Art Lewis, FSA, MAAA
Vienna, VA

Professional Background

Art has 20 years of experience as a healthcare pricing actuary, both as a consultant and in-house actuary, and 12 years of experience at the executive level. As Vice President at AARP Service, Inc., he was responsible for the development and implementation of the requirements, processes, and ongoing monitoring of product distribution for AARP branded insurance products across multiple distribution channels. The valuable knowledge and experience gained from strategic planning and tactical implementation as well as an understanding of distributors and their insights into member experience complemented his technical capabilities. Art was Chief Actuary at Presbyterian Health Plan where he was responsible for profitability and sustainable growth for all market segments and commercial health insurance products. He closely collaborated with other functions to ensure products could be efficiently administered and were competitive in the market, while managing overall risk. Art was a large group consulting actuary at Deloitte where he negotiated with insurance companies on the behalf of his clients, performed pricing functions for ASO business, and supported clients on their overall healthcare risk. He obtained his FSA and MAAA at Nationwide Insurance Company, where he was responsible for pricing individual health products. Art thoroughly prepared himself for an actuarial career by obtaining a Liberal Arts degree from Ohio State University, ultimately graduating with a major in Psychology and a minor in Philosophy.



Society of Actuaries Experience (Section and committee memberships and participation)

None

Other Relevant Volunteer Experience

Art's primary volunteer work has centered around the activities of his two sons, including their recreational and educational endeavors.

Why are you interested in leading this section?

I am running for a seat on the Marketing and Distribution (MaD) Section Council to share the perspective I've gained from my rather broad professional experience.

Throughout my career, my ability to effectively collaborate with internal clients has always been important. However, I grew to appreciate the value my external clients, whether they were employers or distributors, can provide. Their insights into overall product and service competitiveness, as well as 'their' members' needs, understanding, and expectations, significantly increased my understanding of our position in the market. This facilitated cross department collaboration to identify competitive product positions within the constraints of pricing requirements. I would like the opportunity to share what I've learned with other committee members.

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Aneesha Deshpande, FSA, MAAA, CERA
Head of Insurance Product Innovation
Haven Life
New York, NY

Professional Background

Aneesha is an actuary leading product development at Haven Life, focused on bringing simple, low touch, digital insurance offerings to the US market. She brings a breadth of insurance product design and development experience in domestic and international markets.

Society of Actuaries Experience (Section and committee memberships and participation)

- Entrepreneurial & Innovation Section, Council Member
- Recently Editor- E&I newsletter

Other Relevant Volunteer Experience

Mentor at Clean Tech Open- an accelerator for Clean Technology Startups

Why are you interested in leading this section?

I strive to build a world where everyone has access to financial wellness and dignity. In my travels, I have come to realize the value of smart, empathetic decisions in marketing and distribution of financial products and firmly believe innovations in this area are crucial to reach underserved markets. I am fascinated by and want to spread awareness of the role these decisions play in development and access of the products we build.



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