



**SOCIETY OF
ACTUARIES**

MARKETING &
DISTRIBUTION
SECTION

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Chairperson's Corner

By Bill Bade

The Marketing and Distribution Section Council recently met in Chicago to set strategic priorities for 2019. Our team is excited about the trajectory of the section and the innovative content that we will be releasing throughout the year. I would like to personally thank our outgoing newsletter editor, Ailen Okharenia, for his many contributions in 2018 and welcome our newest addition, Mark Sayre. I think you will enjoy the plans Mark and the section council have for the newsletter.

We recently unveiled a new set of marketing reports with Competiscan, a Chicago-based company that houses a database of web-based marketing. Competiscan has used this database to create reports that are relevant to our membership. Future reports will be aligned with our strategic priorities and will be distributed via email (in PDF format) to our section membership. If you have not viewed the past reports, I would encourage you to visit our section website.

After a fun and engaging section council meeting, we intend to focus on two strategic priorities in 2019. The first priority is direct to consumer (DTC) marketing, with an emphasis on technology as well as integrating distribution channels. Our second priority is InsurTech with a focus on health and



well-being. The planned activities for each of these priorities include a dedicated newsletter, webcast(s), town hall discussion, Competiscan report, SOA Annual Meeting session and other activities.

We value your membership in the Marketing and Distribution Section, and we hope to see you at a future event! ■



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