

MARKETING & DISTRIBUTION

(Vote for up to three candidates)

Erika DiLorenzo Dochney

James Lucas

Helen Duzhou

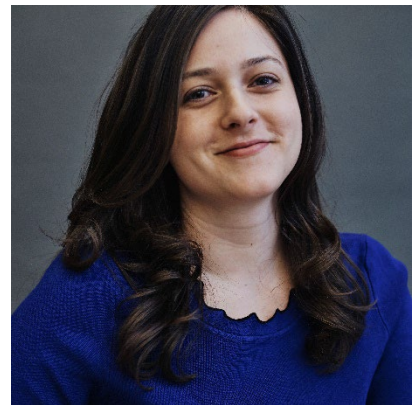
Erika DiLorenzo Dochney, FSA Product Actuary Haven Technologies New York, NY

Professional Background

My first work experience was supporting my mother, a life insurance producer, with her client marketing and paperwork. I learned about the insurance sales process and the support needed to guide a customer to feel confident in their decisions. This was an invaluable experience that I still call upon today.

When I became an actuarial student at John Hancock, years later, I gravitated towards insurance product development and pricing. After achieving my FSA, I transitioned to life insurance product management, focused on the brokerage distribution channel. I worked with distribution partners to provide product insights to and incorporate their feedback into product decisions.

I took a role at Haven Life in 2019, which exposed me to digital and direct to consumer product distribution. Now, at Haven Technologies, I work with clients to develop insurance strategies and products that make use of the most innovative ideas and technology for life, disability, and annuity products.



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

2021-2022: Innovation Section Member

2022: Marketing and Distribution Member

Other Relevant Volunteer Experience

Actuaries Club of Boston

- 2021: Event Planning Committee (Responsibilities included coordinating and hosting virtual CPD sessions)
- 2022: Secretary and Event Planning Committee (Responsibilities include managing member communications, meeting minutes, and coordinating CPD sessions)

Project Basta

- 2021-2022: Volunteer (Performed mock interviews with first-generation college students)

Why are you interested in leading this section?

I believe that understanding insurance product marketing and distribution is critical to successful actuarial work, from pricing to planning to risk management. My experiences in both traditional and digital distribution methods will allow me to support the varied goals of the Marketing and Distribution Section. I am passionate about making insurance protection accessible and affordable to all who need it, so I look forward to sharing my ideas and energy with the Marketing and Distribution Council and Section members.

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James Lucas, FSA, MAAA
AAA Life Insurance
Livonia, MI

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Helen Duzhou, FSA, CERA, FCIA
Oliver Wyman
New York, NY

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