



**SOCIETY OF  
ACTUARIES**

Article from  
**NewsDirect**  
September 2019  
Issue 68

# Chairperson's Corner

By Bill Bade

**T**he Marketing and Distribution Section Council is pleased to continue its emphasis on direct to consumer (DTC) marketing in this newsletter. We hope that you enjoy reading a diverse set of articles from distinguished industry leaders, all brought together by our editor, Mark Sayre.

If you enjoy reading these articles, we hope that you will join us at three section-sponsored sessions at the 2019 SOA Annual Meeting in Toronto, Oct. 28–30.

- **Session 83:** “How Consumers Are Driving Change,” coordinated by section council member Jean-Francois Langlois Monday, Oct. 29, 8:30 a.m.
- **Session 157:** “Distribution Channel Conflict Within Insurance Companies,” coordinated by section council member Manoj Gandhi Tuesday, Oct. 30, 8:30 a.m.
- **Session 133:** “Millennial Maven, InsurTechs for the Future,” coordinated by section council member Mark Sayre Tuesday, Oct. 30, 3:45 p.m.

We have an all-star lineup of presenters you won't want to miss! We are also jointly sponsoring a fun wine and cheese



networking reception on Tuesday, Oct. 29, from 6:00 p.m. to 7:30 p.m. with the Technology Section. The networking reception, with an InsurTech Innovation theme, will be attended by InsurTech companies and is open to all members of the Marketing and Distribution Section at a discounted rate of \$25. Come join us for wine and great conversation! Did we mention the wine already?

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



Bill Bade, FSA, MAAA, is a consulting actuary for Sydney Consulting Group. He can be contacted at [bill.bade@sydneygrp.com](mailto:bill.bade@sydneygrp.com).