



SOCIETY OF ACTUARIES

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Call for Actuarial Pioneers

by James C. Brooks

Think of a pioneer as “someone who opens up new areas of thought, research or development, or one who ventures into unknown or unclaimed territory” (Webster’s Dictionary).

The SOA’s current image campaign is based on the belief that the actuarial skill set has value that extends beyond technical analysis, into other operational and strategic roles. We know there are actuaries demonstrating this expanded value today, thereby modeling the dynamic and relevant image of the profession we are seeking to promote.

Specifically, actuarial pioneers fall into one of two categories:

OUTSIDE the traditional sectors of insurance companies, reinsurance companies and consulting firms applying their actuarial skill set to new, nontraditional roles such as chief risk officers, financial planners, entrepreneurs and personal actuaries.

INSIDE the traditional sectors, applying their actuarial skill set in nontraditional ways to become chief marketing officers, chief risk officers, CEOs, etc. Pioneers who are identified will inspire the profession, create practical pathways for career development and potentially serve as spokespersons to business leaders. They will be profiled through articles, Web sites and media releases.

The anticipated time commitment for a pioneer is small. Minimally, it will involve communicating some basic information to SOA staff, and at a maximum involve a few interviews for articles or media events.

Names and contact information are to be submitted via e-mail to pioneers@soa.org. Individuals are free to nominate themselves or recommend others. SOA marketing staff will follow up on each nomination. □



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ACTUARIAL  PIONEERS