

MARKETING & DISTRIBUTION

(Vote for up to three candidates)

Jean-Francois Langlois

Jing Lang

Mike Prendes

Jean-Francois Langlois, FSA, FCIA
VP Marketing Actuary
SCOR
Charlotte, NC

Professional Background

As a Marketing Actuary and Business development manager, I am responsible for helping insurance companies in many ways. I play an important role in assisting with the sales of complex, technical or custom-made reinsurance solutions. I also make sure we deliver added value services in a complex and changing insurance ecosystem.

Prior to joining SCOR in 2017, I developed a deep understanding of the annuity market and pension plans during my tenure as the Pricing lead of the Group Savings and Retirement annuity department at one of the largest Canadian insurance companies.

I earned a bachelor's degree in actuarial studies at Laval University. I am a Fellow of the Canadian Institute of Actuaries and a Fellow of the Society of Actuaries. I also am an active volunteer leader supporting United Way.



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

I have been serving on the Marketing and Distribution Section Council on a temporary assignment for the past year. I am eager to still get involved and continue to serve this section for the next three years as a permanent member.

Other Relevant Volunteer Experience

United Way Campaign Leader:

Led the United Way campaign at my prior company (iA Financial Group), established goals, objectives and strategic initiatives to achieve a participation rate of 65% and to raise a total of \$668,000. During the campaign, I led 150 campaign solicitors.

Why are you interested in leading this section?

I really liked the opportunity to help the Marketing and Distribution Section Council on a temporary assignment in the last year and am looking forward to continuing to bring help and support over the next three years.

I really liked the idea to make a difference in a community. The Marketing and Distribution Section seems to be a very good opportunity to do so as it relates to what I like to do in my job. I have accumulated various experiences from the direct side and now as a reinsurer. I have worked on very different products throughout the years (from life insurance, to disability products, to savings products and decumulation products) and have always been involved in the distribution and worked closely with the Sales force and with a Marketing focus. This seems like a topic on which I can bring something to the table.

By continuing to serve on the SOA Marketing and Distribution Section Council, I hope to expand further my knowledge of the industry, network with colleagues and share my passion. I've learned that there are many great professionals in this industry. I look forward to meeting new actuaries through the committee and the members I

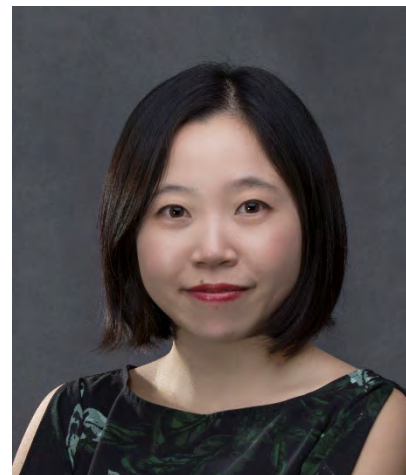
hope to serve. I value many of the services the SOA provides, and I would be honored to volunteer and support the Society.

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Jing Lang, FSA, FCIA
Product Manager
iptiQ
Armonk, NY

Professional Background

Jing is Product Manager at iptiQ, a start-up with powerful digital capabilities and a holistic suite L&H insurance products. Before joining iptiQ, Jing spent eight years with Swiss Re focused on Financial Reporting, Capital Management and Business Development. Jing is a Fellow of the Society of Actuaries and a Fellow of the Canadian Institute of Actuaries.



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

- Podcast producer for the Reinsurance Section; have recorded six podcasts including joint podcasts with the Marketing & Distribution Section and Education & Research Section. Jing is currently working on a three-part Women's Leadership Podcast series jointly sponsored by the Reinsurance Section and Leadership & Development Section.
- Presenter at several SOA industry conferences.
- Frequent contributor of various SOA section newsletters.
- Friend of the Marketing & Distribution Section and Reinsurance Section, actively participating in monthly meetings and contributing to ideas/leads.

Other Relevant Volunteer Experience

- Editorial panel of Canadian Institute of Actuaries (CIA)
- Presenter at past CIA Annual Conferences
- Marketing for 56th Annual New York Film Festival (2018)
- Past Area Governor for Toastmaster International
- Past President for Aon Speaks Out Toastmaster Club

Why are you interested in leading this section?

Effective communication is very important to me. If you are trained as an actuary, one of the first things you learned was "life insurance is sold and not bought". I truly believe with simple and clear communication, easily understood and executed process, we can change that.

Having spent time with both reinsurer and direct carrier, I recognized that to really help the end consumers, we are best positioned to work alongside distribution agencies, not bypass them. It's my goal as a council member of the Marketing & Distribution Section to enhance mutual understanding and partnership between actuaries, agents and marketing organizations.

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Mike Prendes, FSA, MAAA
Consulting Actuary
Sydney Consulting Group, LLC
Safety Harbor, FL

Professional Background

Mike Prendes is a consulting actuary with Sydney Consulting Group where he assists insurance carriers, technology firms, and brokers to become more successful in the supplemental benefits market. Prior to joining Sydney, Mike held the role of Director of Product Management at Anthem Blue Cross and Blue Shield within their Specialty Businesses division. In this role, Mike oversaw the design, pricing, filing, and market rollout of a portfolio of Accident, Critical Illness, and Hospital Indemnity products for the group commercial market. Prior to Anthem, Mike was a lead pricing and product actuary at Allstate Benefits, where he worked on designing and managing supplemental products in the small group, middle market, and national accounts segments.



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

Mike is currently a Friend of the Marketing & Distribution Section Council. He has also previously assisted with the Selection Sub-Committee of the SOA Cancer Experience Studies. Mike has also presented with other professionals on various topics at industry conferences such as the SOA Health meeting, the Southeastern Actuaries Conference, and the NACII/SOA/LIMA/LOMA joint Critical Illness conference.

Other Relevant Volunteer Experience

Mike served as both Treasurer and later President of the University of Florida chapter of Phi Mu Alpha, a national men's music fraternity. While in these roles he led and collaborated on various fundraising and event planning activities, including fundraising for the American Cancer Society Relay for Life event at UF.

Why are you interested in leading this section?

I believe that actuaries in all industries have an integral role to play in supporting an organizations business marketing plan strategically. This support not only comes from our traditional work in pricing and product management, but also through applying an expertise in data analytics and economics. This expert knowledge is critical in a distribution environment seeing both change through new distribution models from the Insurtech space, as well as an increased focus on data analytics to manage both cross-sell and up-sell marketing activities. My goal in joining the Marketing & Distribution Section Council is to support the council in developing events and content to help the actuarial community at large navigate these concepts as well as stay abreast of marketing innovation in and outside the financial services sector.

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