

# Actuaries Applying Advanced Analytics in Non-Traditional Roles

Actuaries applying advanced analytics in non-traditional insurance roles are deploying their acumen to solve business problems.



*Actuaries applying advanced analytics provide a window into the profession's future.*

As demonstrated in [Part II of my Actuarial Review](#) series about “the others,” actuaries applying advanced analytics are working in various industries. (“The others” are members of the [Casualty Actuarial Society](#) who *not* working in traditional insurance industry actuarial roles.)

Part II features four actuaries applying advanced analytics in very exciting ways. It provides a window into the future of the actuarial profession. Increasingly, actuaries will be serving in roles beyond pricing and reserving. As technology moves forward, advanced analytics and artificial intelligence will become more commonplace, offering new potential roles to actuaries.

The article features:

**Kevin Kuo, Software Engineer, RStudio** After serving as a life actuary, Kuo applied predictive analytics for direct mail credit card acquisitions for Citibank. He’s now working to enhance “R” software to offer big data and deep learning capabilities.

**Aaron Fezatte, Strategy Manager, Expedia.** Beginning his career as a P&C actuary for Liberty Mutual, he secured a job with Expedia to develop new ways to price and offer travel insurance.

**Cathine Lam, Data Scientist, Economics & Actuarial Team, Metabiota.** The former Milliman Inc. consultant works to track infectious diseases around the world and supports her company’s software product. Insurance companies and government entities are key clients.

**Frank Chang, Director of Insurance and Safety Analytics, Uber.** Chang wrote for *The Motley Fool* and handled pricing for Esurance before working for Google and then joining a team at Uber. His multifold role includes applying analytics to encourage risk management and insure Uber drivers.

[The first article about “the others,”](#) published in the September/October edition of *Actuarial Review*, was highly popular, attracting hundreds of visitors. This second and final article is a **must read** because it showcases how actuaries applying advanced analytics and forging new pathways for the profession.

During the past few years, I’ve written several articles about advanced analytics and the actuarial profession. If you would like to check them out, please visit the [actuarial section](#) of this blog. My next [Actuarial Review](#) article covers insurtech. Slated for early January, it explains how and why insurtech will be changing the insurance value chain - forever.