



**Mark Gorman**  
CEO and Founder



**THE GORMAN GROUP**

312 Spring Street #412, St Paul, MN 55102  
Phone: 651.335.7122  
[markbgorman@comcast.net](mailto:markbgorman@comcast.net)

Mark Gorman is CEO and Founder of The Gorman Group Insurance Consultancy. With over 25 years of industry experience, Mark's focus is on assisting both insurance carriers and insurance market data and decision support vendors in furthering the adoption of emerging data science and business intelligence technologies in the insurance market.

As a former executive in the insurance market, Mark has been responsible for setting strategic direction in identifying, developing and executing on successful new products and services. While doing so, Mark has gained deep experience and expertise in helping insurers bridge the gap between business requirements and technology capabilities. He is now committed to helping financial services firms take advantage of emerging data and technology solutions that will drive profitability, revenue growth, operational efficiency, and customer satisfaction.

Before forming The Gorman Group, Mark provided industry research and advisory services through TowerGroup, a financial research and advisory services firm out of Needham, MA. Prior to that, he was responsible for setting strategic direction in the insurance market for Fair Isaac, a vendor of software primarily utilized in predictive analytic and decision support processes. He was responsible for the development and deployment of decision management solutions for the international insurance marketplace.

Prior to working for Fair Isaac, Mark worked for two leading Life and Annuity insurance companies, a Property and Casualty subsidiary, and their Asset Management and Brokerage subsidiaries in a variety of marketing, product management, product development, and research and development roles.

#### **EDUCATIONAL BACKGROUND:**

Masters in Business Administration  
University of Minnesota, 1989

Chartered Life Underwriter, 1990  
Chartered Financial Consultant, 1992

American College

NASD Series 7, 63, 24, 65 licenses

Passed two of the Chartered Financial Analyst (CFA) exams

### **SPEAKING ENGAGEMENTS:**

#### ***Industry Organization National Conferences***

American Association of Insurance Services (AAIS)  
Association for Cooperative Operations Research and Development/Life Office Management  
Association (ACORD LOMA) National Conferences  
Casualty Actuarial Society (CAS) Annual Meeting  
Insurance Accounting & Systems Association, Incorporated (IASA) National Conferences  
Insurance Accounting & Systems Association, Incorporated (IASA) Regional Conferences  
Insurance Data Management Association (IDMA)  
Insurance-Canada  
National Association of Mutual Insurance Companies (NAMIC)  
National Association of Variable Annuities (NAVA)  
Object Management Group (OMG)  
Pennsylvania Association of Mutual Insurance Companies (PAMIC)

#### ***Vendor/Supplier Annual Client Conferences***

Accenture/Duck Creek  
AQS  
Blue Cod  
Callidus  
Fair Isaac  
IBI  
Insurance & Technology  
Insurance Networking News  
MSB  
SAS  
Sircon  
Unisys  
Vertafore

### **WHITE PAPER EXAMPLES (Representative Only)**

Building Believers: How to Expand the Use of Predictive Analytics in Claims

Best Practices for Leveraging Business Analytics in Today's and Tomorrow's Insurance Sector

From the Backroom to the Boardroom: The Evolution of Data Quality in the Insurance Market

Calculating the Impact, Valuing the Change: Market Insight into Property Insurance to Value Software and Services

Data as DNA: A Perspective on Data as an Enterprise Asset for Insurers

Follow the Leader(s): Automated Decision Support for Claims

Insurance P&C Underwriting: Positioning for Competitive Survival or Advantage

Providing Actionable Information: The Quest for Competitive Advantage in the Insurance Marketplace

So You Want to Use Predictive Models in Insurance: A White Paper on Getting Started with Predictive Analytics

Service-Oriented Architecture: Hope or Hype for the Insurance Market?

Underwriting Efficiency and Effectiveness Study: State of the Market and Best Practices

We're Not in Kansas Anymore: Future Trends in Personal Lines Property Insurance