

Bradley M. Smith

MAAA, FSA, FLMI
Chairman



CURRENT RESPONSIBILITY

Brad is the chairman of Milliman.

EXPERIENCE

Brad joined Milliman in 1986 and was elected chairman of the firm in May of 2000. Prior to assuming his current role, Brad assisted many companies with their surplus management strategies, quantifying the financial reporting as well as the economic impact of such tactics as financial reinsurance, merger, acquisition, demutualization, and divestiture. His primary area of expertise is individual life, annuity, and health insurance, including the development of products as they relate to the overall strategic direction of a company. Brad has significant experience in the successful development and implementation of nontraditional distribution systems, including direct response marketing.

Before joining Milliman, Brad was vice president and chief actuary at J.C. Penney Life Insurance Company, where he was heavily involved in direct response marketing analysis, list segmentation, product development, and corporate planning.

PRESENTATIONS AND PUBLICATIONS

Brad is a frequent speaker and has written for numerous industry publications, including *Transactions of the Society of Actuaries* and *Best's Review*. He is a co-author of *US GAAP for Life Insurers*, published by the Society of Actuaries.

PROFESSIONAL DESIGNATIONS

- Fellow, Society of Actuaries
- Member, American Academy of Actuaries
- Fellow, Life Management Institute

AFFILIATIONS

Brad previously served as vice chairman of The Actuarial Foundation and served on the Financial Reporting, Product Development, and Non-Traditional Marketing Section Councils of the Society of Actuaries.

He currently serves as president-elect of the Society of Actuaries.

