



AMERICAN ACADEMY of ACTUARIES

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NEWS RELEASE

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Two New Directors Join the American Academy of Actuaries

WASHINGTON—The American Academy of Actuaries announced today that David J. Nolan has joined the organization as its new director of communications and Mary Beth Merrin, Ph.D., has joined the organization as its new director of membership.

David will oversee the 18,000 plus-member organization's extensive communication program, managing media relations, publications — including the bimonthly magazine *Contingencies* — and a host of other communication initiatives that reflect the value the Academy has for its members. He will also develop and implement a wide-ranging strategic communications plan to promote the work of the Academy, which celebrates its 50th anniversary in 2015.

Dr. Merrin will lead the Academy's initiatives to enhance member value and benefits and expand membership to all qualified actuaries. She has conducted analytical work for the Academy and identified what members and potential members understand and value about the Academy's work. Using this insight, Dr. Merrin will provide important quantitative analyses and strategic advice. This will facilitate her direct role in membership, its benefits, and the Academy's mission.

The Academy is the one actuarial association that represents U.S. actuaries from all practice areas in its mission to serve the public and the U.S. actuarial profession. The Academy has over 18,000 members, and it is seeking the inclusion of all U.S. actuaries in its vital public policy and professionalism work.

Mary Downs, executive director of the Academy, said, "David is a thoughtful and dynamic leader who has developed and implemented comprehensive and diverse communications strategies in a wide variety of forums. He brings substantial experience to our communications team and his work will be invaluable to our members, both in promoting the importance of their work to specialized audiences

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and the general public, as well as displaying the value of the Academy to actuaries in the United States.

“Mary Beth is a highly skilled business executive known for delivering measurable results in revenues, customer satisfaction, and membership for global corporate leaders and associations,” Downs continued. “She will be instrumental in enhancing and demonstrating the value of Academy membership and the MAAA credential.”

David joins the Academy after a 15-year stint at Catholics for Choice, where he oversaw a multifaceted communication program that used traditional, digital and social media to spread the pro-choice Catholic message to a wide variety of audiences, both in the United States and internationally.

Dr. Merrin joins the Academy after a successful 10-year career where she was a vice president of Marriott Hotels International and had responsibility for research across all functional divisions from marketing, customer satisfaction, and operations to the globalization of the Marriott brand. After leaving Marriott, Mary Beth opened her own company, Decision Making Research where her client roster included Fortune 500 firms and associations as well. She also served as a professor for the George Washington University Graduate School of Business.

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The American Academy of Actuaries is an 18,000-member professional association whose mission is to serve the public and the U.S. actuarial profession. The Academy assists public policymakers on all levels by providing leadership, objective expertise, and actuarial advice on risk and financial security issues. The Academy also sets qualification, practice, and professionalism standards for actuaries in the United States.

Media Only: For photos of David J. Nolan and Dr. Mary Beth Merrin, contact David Mendes, assistant director of communications, public affairs, at mendes@actuary.org or 202.384.2075.