



A Conversation With David Levenson, DBA, FSA, CFA

President and Chief Executive Officer, LIMRA, LOMA, and LL Global, Inc.

We recently spoke with LIMRA's new president and CEO, David Levenson, on his background, motivation, and vision as we move forward into 2019 under his new leadership.

Q. What motivated you to take this new role?

A. I spent over 20 years in the insurance industry before moving to a wealth management firm. Coming to LL Global allows me to give back to the industry that I love, while leveraging past experiences that I hope will influence how the industry will change going forward.

Q. What are the biggest opportunities you see for the life insurance and retirement industries?

A. There is so much changing in both industries and the pace of change will only accelerate. Too many individuals in the United States and other countries are underinsured and not well prepared for retirement. We need to address this in ways that are new and innovative.

New and nontraditional competitors in the FinTech space will continue to challenge traditional business models. I'm excited about the opportunity to help the life and retirement industries respond to remain relevant and competitive. That was the theme of our 2018 Annual Conference and will be a core focus for us at LL Global.

Q. Can you tell us a little bit about your career and why you entered the financial services industry?

A. When you're young and somewhat naïve — as I was — it's hard to know what you really want to do with your career. I stumbled into the actuarial profession, which brought me to the world of benefits consulting and insurance. I was fortunate to have the opportunity to take on

some very interesting assignments while at The Hartford: starting a mutual fund complex, leading a retirement plans business, and serving as a country manager in Japan. These opportunities got me completely hooked on the industry. I led Hartford Life after the 2008–2009 financial crisis and learned so much in that role. My move to Edward Jones helped me focus more on the customer and customer expectations. I've had the advantage of seeing the industry and the customer through multiple lenses.

Q. You are the first president with such a diverse background in financial services. How do those experiences shape what you might do at LIMRA and LOMA?

A. I think the traditional lines of separation between insurance, retirement, and wealth management will continue to blur. I've spent time in each of these areas and hope that my experiences will be valuable to our members. We all have a business that we need to run today, but I am fascinated about what these businesses might look like 10 years from now. Peter Drucker said, "The best way to predict the future is to create it." I believe our job is to help our member companies create their future.

Q. Why are trade associations important to the industry?

A. Trade associations have multiple purposes. Our mission at LL Global is to be a utility to help the industry solve common challenges, to provide timely, actionable research for members, to offer education/training for employees of our member companies, and to help members with talent selection. We also bring members together through conferences, study groups, and committees. There's so much value for members who take full advantage of what we offer. We are committed to continuing to raise the bar on the work that we do. We need to evolve if we are to help our members evolve.

It's clearly an exciting time to be in financial services. 🌐