



Dear Forty Under 40 Awards Judges,

It is my pleasure to write this letter in support of Ian Asplund's Forty Under 40 Award nomination. Ian and I first met in 2003 when he was hired as an intern at EMC Insurance Companies. During his tenure with EMC, Ian has held various positions, including Actuarial Technician, Actuarial Assistant, Associate Actuary, Modeling Actuary, Principal Actuary-Modeling, Vice President-Chief Actuary and Senior Vice President of Strategic Analytics. He was promoted to Chief Analytics Officer in 2017. I have had the pleasure of collaborating with Ian on a number of projects related to our company's *Corporate Operating Plan*.

In the time I have known him, Ian has consistently demonstrated an ability to understand the expectations and demands of the insurance marketplace. His insights have helped EMC innovate — forming new partnerships with both tech startups and more established organizations, such as a leading telematics and data analytics solutions provider Octo Telematics.

Ian energizes both his colleagues and direct reports to challenge the status quo. His infectious enthusiasm for exploring innovative strategies has helped position EMC to take full advantage of future opportunities. I look forward to seeing how Ian will grow the business intelligence, predictive analytics and data warehousing aspects of our business in the coming year.

One thing that truly stands out about Ian is his commitment to advancing analytics knowledge among professionals, particularly those in the Midwest. For a number of years, he served on the advisory committee for the Iowa State University Business Analytics Symposium—an annual event designed to help professionals in the analytics field expand their knowledge. Ian has also worked with Iowa State to develop analytics talent in young professionals. Ian was the leading proponent in hosting a case competition at EMC that invited students to put their skills to the test by solving a real-world business scenario. Through an advisory role with the Central States Actuarial Forum, Ian has further helped professionals in actuary and analytics fields with continuing education opportunities.

If you have any questions or need clarification, please feel free to contact me.

Sincerely,
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