



June 4, 2018

Dear College Graduate:

Congratulations on your graduation!

As you embark on the early steps of your career, what you may not know is that insurance is one of the hottest tech industries around, with over 1,000 startup companies bringing fresh new ideas and innovation. While the industry may have been labeled as a “necessary evil” in line with dentist appointments, this reputation is wildly outdated.

The overall insurance industry is a trillion dollar annual market, which is more than three times the 2017 revenues of Facebook, Amazon, Netflix and Google combined; and over 10 times the amount of Venture Capital that was invested in tech in 2017. Insurance is financially stable, and there is significant investment being poured into the market for upstarts; insurtech investment just had its first billion-dollar quarter.

Best of all, the future of the insurance industry is being defined right now. Senior executives are looking for the best and brightest to help define the future for the market. Companies are focused on layering in new customer engagement methodology, expanding digital transformation, and incorporating advanced analytics. Many insurance veterans are coming to retirement age with no viable replacements in place, and the industry needs young talent to usher in this new data-driven era. Not only is there opportunity for you to define the future of an incredibly important industry, but also the advantage of hundreds of thousands of stable, rewarding and limitless career opportunities.

As you advance in your career and your community, there will be many opportunities to make a difference. The insurance industry is purpose-driven, allowing communities and society to share the burdens of risk and providing peace of mind.

Oftentimes, people stumble into insurance instead of actively pursuing it. I personally came from a technology background, and shifted gears to the insurance industry, growing to CMO and ultimately becoming President of a company that performed a successful exit. Today, I continue to serve in that role, while leveraging my experience as an InsurTech pioneer to help new entrants overcome the complexity and challenges inherent to the market. I’m hoping to support and mentor the next generation of insurance leaders. Perhaps you will be one of them.

Congratulations again on your commencement. I wish you the best and hope you will consider a career in insurance. There is great opportunity and an even greater group of leaders within the space looking for talented and smart students like you.

Sincerely,

Kirstin Marr  
President, Valen Analytics

#OpenLetterToCollegeGraduates #InsuranceCareersMovement