RON JUDD HEART OF RIMS AWARD

Lori Seidenberg

by Emily Holbrook

The Ron Judd Heart of RIMS Award recognizes the volunteer contributions of a RIMS member who serves as a role model while keeping the chapter, and hence the Society, vibrant and resilient, thereby truly exemplifying the "Heart of RIMS."

Lori Seidenberg, global director of real assets insurance risk management at BlackRock, attended her first RIMS meeting in 2008 after being introduced to the association by her friend, Jessica Maldonado, who currently serves as managing director at Marsh. Little did she know, this first meeting would change her professional and personal life forever.

"I was hooked," Seidenberg said. "To be in a room with 50 to 75 others just like me was inspirational. Networking was really the main reason I started going. I had just moved back to New York as an adult, and I didn't know many people. It was only one or two meetings in when the chapter leadership announced a 'call to service' and started taking resumes for the board of directors. I went right up to her and said, 'I want to join, sign me up now!'"

Seidenberg has served on the chapter level twice, first from 2009 to 2010, and 2018 to present. She is currently the 2022 to 2023 New York RIMS chapter president. During her many years of chapter involvement, she has participated and moderated chapter event panels, speaking about RIMS and risk management issues. A highlight of her chapter leadership came in September 2020 when she participated in a virtual fireside chat with Evan Greenberg, chairman and CEO of Chubb, in an event sponsored and promoted by the chapter to Chubb's employees and client advisory boards.

While serving on the RIMS board of directors from 2011 to 2015, she moved from New York to Colorado and back again. In late 2017, she reconnected with the New York chapter board.

"It was quite a dynamic situation starting at the chapter level, going to the Society level, and returning to the chapter level," she said. "Not many have this opportunity. I discovered when I went to the Society level, I really didn't know RIMS at all. The service on the Society board made me view chapter service on a whole new level. I credit Scott Clark, the first RIMS president I served with,

PAUL RYDING



for this completely new thought process. I started to look at things with a different lens."

Seidenberg soon discovered that she needed to get involved with chapter advocacy within RIMS. She currently serves as the RIMS House of Delegates representative for her chapter, a role that allows her to learn about what other chapters are doing, the initiatives they are considering, and the struggles they are going through.

"The House of Delegates is a fantastic support system for chapter leaders," she said. "I bring back what I hear and learn, which I hope contributes to the growth and success of the chapter and board."

Seidenberg also represents RIMS at regional conferences such as New Jersey Risk Management Day and the Florida Regional Conference. She spoke to the Upstate New York, Utah and Southeast Florida chapters about RIMS and RISK PAC, and participated at RIMS educational conferences like Risktech, ERM and the Legislative Summit. In 2013, she even represented RIMS at an industry conference in Brazil.

LEADERSHIP AT EVERY LEVEL

Seidenberg is viewed by her peers in the risk management community as a leader, a mentor, a team player and someone who continues to advance the risk management profession. Her leadership, insights and ability to collaborate not only benefit her employer, but the New York chapter and its members. For example, in 2018 and 2019, she coordinated several popular in-person chapter events based on the specific requests from chapter membership. These events were informative, educational and received great feedback from the members who attended.

Seidenberg's leadership qualities also shined during the pandemic, where she continuously coordinated with board and chapter members to navigate challenges and ensure the chapter remained relevant while executing on its mission statement. All of this, she said, has not only benefited her chapter, but helped to propel her career.

"To see my participation effect change in the industry is awe-inspiring, To me, I'm just doing my job and helping others move the profession forward."

"I don't think I would have my job today at BlackRock if it wasn't for RIMS," she said. "When I joined the chapter board for the first time in 2009, I was working for a domestic company that was only known in the lender/servicer community. RIMS provided me visibility into the risk community nationally and internationally, which I could never achieve on my own. The wonderful people I have met around the world have truly inspired me personally and professionally. I still get stopped at the RIMS annual conference and other industry events by people I've never met before who say they have followed the progression of my career and tell me how much I've inspired their own. I think this is the highest compliment one can get."

In addition to her leadership and service with RIMS, Seidenberg is a regular advisory board member for Advisen's annual casualty, transactional risk, and property conferences. In fact, she was the named host of their 2019 Property Insights Conference and is a regular participant at Advisen conferences both as a moderator and panelist. She has also presented and spoken at *Business Insurance* events, CLM Conferences and various broker and insurer events, and was named to *Business Insurance*'s "Women to Watch" list in 2015.

Seidenberg has given her time to various industry task forces that have changed the risk management community for the better. She was involved with the initiative to update the ACORD forms, worked with the office of Senator Charles Schumer (D-NY) to create the definition of a "qualified risk manager" in the surplus lines legislation, and lobbied Capitol Hill during reauthorizations of the Terrorism Risk Insurance Act (TRIA) and the National Flood Insurance Program (NFIP).

"To see my participation effect change in the industry is very awe-inspiring," she said. "To me, I'm just doing my job and helping others move the profession forward."

Beyond her work with RIMS, Seidenberg also finds time to volunteer with other industry groups. Currently, she sits on the Chubb Real Estate and Hospitality Client Advisory Board, the AXA XL Insurance Northeast Council and the GCube Insurance Client Advisory Board.

GIVING BACK

In addition to serving on various RIMS committees, and Society and chapter boards, Seidenberg has been a member of the Spencer Educational Foundation board of directors since 2019. As part of her board service, she sits on their Scholarship Committee and is chair of the Risk Manager on Campus Committee. She was also the keynote speaker of Gamma Iota Sigma's 2021 Regional Conference, and past participant of Spencer Educational Foundation's Risk Manager on Campus program.

"Because of my involvement with RIMS and introduction to [former Spencer Educational Foundation Programs Director] Angela Sabatino, I got connected with the Spencer Educational Foundation. I started participating in the Risk Manger on Campus program, meeting students at college campuses. I am now honored to serve on the Spencer board of directors and the chair of the Risk Manager on Campus Committee."

As she moves into the next phase of her career, Seidenberg is making it her mission to give back. She wants to help the next generation secure the tools they need to succeed in the risk management and insurance industry.

"In a way, I feel I've come full circle," she said. "In the beginning, I just wanted to be connected with others in the risk management community and meet people just like me. I never would have thought all these years later, I would be so involved with RIMS and receiving the Heart of RIMS Award this year. I truly love what I do. I've been doing it for more than 30 years and it's all I know. It's a great profession to be in, and I get to meet such wonderful people." ◆



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