



FOR IMMEDIATE RELEASE

IASA Selects Hum as its Digital Transformation Partner

The partnership will improve key association KPIs and the overall member experience through a new Customer Data Platform (CDP), powering data-driven growth

DURHAM, NC (May 9, 2022) – As trade and professional associations undergo digital transformation, they are adopting CDPs to unify technology systems and gain a real-time, 360-degree understanding of member needs. IASA has selected [Hum](#) to provide CDP technology and digital strategy expertise to enable digital transformation.

IASA's vision is to identify real-time trends and information that interest the community and use that information to develop personalized experiences for members. The partnership will bring this vision to life by gaining segmented access to key audience groups in real time and by using behavioral insight to enhance IASA's programs and digital offerings.

IASA and Hum are focusing on two key use cases to begin the partnership:

1. Using data to inform content, programming and marketing strategy for IASA's 2023 annual event, IASA Xchange™
2. Using data to develop data-powered sponsor programs that drive member interest and engagement

IASA and Hum are excited about the promise of IASA's data-powered future.

"We are excited about the possibilities the partnership with Hum holds for IASA and our members," stated Kerry Crockett, MBA, CAE, CMP Fellow, DES, CEO of IASA. "By better understanding our member needs, behaviors, and interests, IASA will be able to dramatically improve the member experience and member benefits we provide."

John Challice, VP of Business Development at Hum stated, "IASA is putting data at the heart of their entire new strategic plan, putting them among the most forward-thinking associations, preparing for the future. They are in the midst of redefining their audience and mission, and they know that a deep understanding of what their members want is both fundamental and critical to their success."

About Hum:

Hum is a next-generation Customer Data Platform (CDP) built specifically to help content-driven organizations unify and leverage their data. Hum has partnered with top associations & societies like The College of Healthcare Information Systems Management (CHIME), The Society for Scholarly Publishing (SSP) and The Professional Convention Management Association (PCMA), and more, as they plan and initiate their shift to digital. To learn more about hum visit www.hum.works

About IASA

For almost 100 years, IASA -- a non-profit 501(c)(3) -- has served as the trusted source for knowledge and innovation that guides the community of insurance professionals. IASA fosters an environment of selfless engagement, inclusivity, and conviction, advancing careers and personal growth for its members and constituents. It produces the best education and learning opportunities in an open and sharing environment through exceptional leadership that promotes excellence, collaboration, innovation, and community engagement. Its community roots, consisting of thousands of members and insurance constituents, in addition to 24 national chapters, runs deep with a mission to accelerate professional growth to shape, influence, elevate and strengthen the insurance industry. Its vision is to be the definitive source of trusted knowledge, credible collaboration, and common business interests, that drives future industry innovation through the practice and alliance of insurance professionals. To find out more about IASA, visit the website at www.iasa.org.

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