



The logo features a stylized bridge icon composed of blue and green geometric shapes to the left of the letters 'ITA' in a bold, blue, sans-serif font. Below 'ITA' is the text 'BRIDGE AWARD' in a smaller, blue, sans-serif font. At the bottom, '2020 ITA Bridge Award' is written in a larger, bold, blue, sans-serif font.

2020 ITA Bridge Award

Description: The sixth annual ITA Bridge Award honors both insurance IT leaders and their counterparts on the business side. Business opportunities are sometimes lost and IT implementations fail when leaders from IT and the business side are unable to collaborate effectively and “bridge” the gap between technology and business. The ITA Bridge Award will be presented to both the IT leader and the business executive or executives that have demonstrated a clear understanding of what each side can do for the other. Nominations can be made by the insurance companies, software solution providers, and industry consultants.

Eligibility: The award is open to IT leaders as well as leaders of any of the insurance industry business functions, including underwriting, claims, finance, customer service, actuary or marketing for a North American insurance company. The award is not reflective of a single software implementation, but rather a long-term connectivity between the business unit and IT that demonstrates how an insurance company can operate effectively.

Judging: Winners will be determined by the leadership of the ITA with input from members of the ITA Advisory Board, which includes insurance company executives looking to advance the use of technology within the insurance industry.

Presentation: The winners of the ITA Bridge Award will be announced at [ITA LIVE](#), the ITA’s conference to be held April 5-7, 2020 in Hollywood, Fla. Photographs and a feature article on the winners will also be published in [ITA Pro](#) magazine.

Application: Nominations should include the names and titles of the representatives from IT and the specific business unit or units. A short description (no more than 500 words) should be included that addresses the collaboration efforts of the nominees and how their efforts have provided positive benefits for the insurance carrier. The nomination should include a contact name in case further information is needed.

Company:

Names and titles of nominees:

Contact information for nominees:

Name and contact information for nominator:

Describe the relationship between the nominees:

(Please limit the following response to no more than 500 words.)

What does the company do to foster collaboration between business and IT?

For more information contact:

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