



Established in 1970 in Columbus, Ohio, the **SIR is a non-profit** professional association of thought leaders, practitioners and solution providers dedicated to advancing the research profession and fact-based decision making.

It includes members from all insurance lines, **(personal, commercial, life and health)** all **areas of the value chain** to include but not limited to research, competitive intelligence, insights, innovation, strategy, product development/management, underwriting, actuary, and data analytics, academic and non-profits and students

Currently, we have **29 Corporate Carrier** companies and **27 Solution Provider** companies. In addition to company memberships, we also offer a variety of individual memberships. With this, we have over **1,000 individuals**.



All functional areas are represented: primary and secondary research, competitive intelligence, pricing, product development, actuarial, marketing, strategy, finance, and more.