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FOR IMMEDIATE RELEASE**SMA Opens 2013 Innovation in Action Award Program to Nominations**

Award Program Recognizes Game-changing Technology Investments

Boston, Massachusetts, April 23, 2013 – Strategy Meets Action (SMA), a top insurance strategic advisory firm, is now accepting nominations for the annual [SMA Innovation in Action Awards Program](#). Winners will be recognized during the SMA Summit at the Mandarin Oriental, Boston on September 16th, 2013. Nominations are due by June 30th.

Innovative technologies are giving insurers new advantages in all areas throughout the insurance value chain. From customer experience to underwriting excellence to product differentiation to business intelligence, insurers are finding new and innovative ways to solve business challenges, drive better performance, and enable new strategies. The SMA Innovation in Action Awards will be presented to organizations that have successfully implemented a key project or solution using mobile, social, analytics and big data, cloud, collaboration, telematics, and/or other next generation technologies to innovate for advantage.

Nominations for awards should be directed to Karen Furtado, SMA Partner, at kfurtado@strategymeetsaction.com or 978.239.2741 no later than June 30, 2013. To be eligible for consideration, the implementation of the project/solution must have been completed between January 1, 2012 and April 30, 2013. Go to strategymeetsaction.com/award to view complete award program and submission information.

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About SMA Strategy Meets Action

Exclusively serving the insurance industry, Strategy Meets Action blends unbiased research findings with expertise and experience to deliver business and technology insights, research, and advice to insurers and IT solution providers. By leveraging best practices from both the management consulting and research advisory disciplines, SMA's services are actionable, business-driven, and research-based – where strategy meets action – enabling companies to achieve business success. For more information, please visit the SMA website at strategymeetsaction.com.

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