

Sammy Liu

Managing Director and Actuary - Dataly Actuarial

Skills & experience

Actuarial consulting entrepreneur with expertise in life insurance pricing, valuation, and data consulting across Australia, New Zealand, and Hong Kong. Sammy can support you in communication and influence, growing capability, direction and purpose, initiative and drive, and commercial acumen.

Sammy Lui is a qualified actuary and entrepreneurial leader who serves as Managing Director and co-founder of Dataly Actuarial. His career journey spans traditional life insurance roles, management consulting, and business leadership, giving him comprehensive insight into diverse actuarial career paths.

Sammy's professional journey began in life insurance, spending a decade across four insurance companies performing traditional actuarial roles in pricing, valuation, and capital. He then spent the following decade at KPMG Australia, developing into an experienced consultant across both life and non-life insurance. Starting practically from scratch, he co-founded Dataly Actuarial and grew it to a peak of 45 people across Australia, New Zealand, and Hong Kong over five years. This entrepreneurial experience has given him unique perspective on building businesses, developing talent, and navigating the challenges of rapid growth.

Sammy has been involved in the Actuaries Institute Mentor Program since its inception, driven by his passion for developing actuaries and seeing them grow professionally. He believes in sharing both successes and mistakes from his own journey, including the challenges he overcame in traditional roles, consulting, and entrepreneurship, to help mentees accelerate their professional development through practical wisdom gained from navigating corporate environments, consulting relationships, and entrepreneurial ventures. His approach centers on building capability, finding direction, and developing the initiative and commercial acumen that drive career success.

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