Executive Biography

Vida J. Tamoshunas

Director, Data & Analytics

Vida is responsible for identifying opportunities and delivering business value from data. Since joining Preferred Mutual, Vida has built out an analytics function, including growing a team of data scientists, developing an Analytics Data Mart, implementing a Tableau reporting server, and delivering models and analyses to support profitability and growth initiatives.

She brings more than 20 years of experience, specializing in analytics, strategy, marketing, and technology functions. In her most recent position, she worked as an analytics executive at a marketing analytics firm, servicing clients across the insurance, finance, manufacturing, and agriculture industries.

Vida earned a bachelor's degree in Engineering from Northwestern University and a Master of Business Administration degree from the Simon Business School at the University of Rochester.