

## Speaker Bio: Chris McDade

Chris McDade is the Director of Brand and Business Development and a founding member of Social Discovery.

With a career launched in 2004 as an independent risk manager, Chris is actively engaged in the industry as secretary for the Workers' Compensation (WC) Task Force within the Coalition Against Insurance Fraud. He is a familiar face at IASIU industry events and is always seeking opportunities for collaboration, aiming to elevate industry standards.

Chris is passionate about the intersection of investigations, social media, and emerging technologies such as AI and deepfakes. His thought leadership extends to publications like IASIU, SIU Today, and Claims Magazine.

Chris is an avid kayaker, dogsled rollerblader, and award-winning BBQ enthusiast. Recognized for his positive thought leadership, he engages with his community as a Freemason and as the founder of #CLEpeach, a service organization with over 2,000 members dedicated to having fun and public space cleanup.

