

# Art Saffran

---

## Qualifications

Proven ability to lead business-focused IT initiatives.

Managerial experience as department director and member of senior management team.

Ability to understand business goals of diverse departments and translate into effective technology solutions.

Experienced project team leader.

Budget development and management.

Experience with Microsoft Windows 2003, 2000 & NT Server, Novell Netware 6, 5 and 4.1, Citrix Metaframe, SQL, LAN/WAN design, Unix, Windows 98, 2000 and XP, Microsoft Exchange, GroupWise, Microsoft Office, HTML, Cold Fusion, .NET, Microsoft IIS Web server, database design and report writers.

Frequent presenter on technology to staff, members and local, state and national groups.

Trained facilitator and team leader with experience facilitating strategic planning for staff and outside organizations.

## Experience

**Saffran Technology, LLC                      Madison, WI                      2005 to present**  
**Owner & President**

- Chief Information Officer for Wisconsin businesses and associations.
- Strategic technology planning and support, project management, disaster planning.
- Providing high return, best practice IT solutions for small business budgets.

**Wisconsin State Law Library                      Madison, WI                      2005 to present**  
**IT Services**

- Manage IT systems and provide technology solutions and support for library staff and patrons.
- Fixed long-unresolved accounting system and data scanning problems; designed cost-effective server room cooling, planning desktop OS upgrade and major patron network improvements.

**Wisconsin Medical Society                      Madison, WI                      1999 to 2004**  
**Chief Information Officer**

- Provide technology planning and leadership for Medical Society's business and membership operations.

- Manage and supervise IT staff as member of senior management team.
- Lead development of enterprise-wide, membership data access Intranet.
- Develop annual technology plan and budget.
- Manage vendor relationships.
- Manage network operating system and server upgrades and consolidation of servers in data center.
- Research and negotiate purchase and implementation of Nortel Meridian PBX, desktop voice messaging and teleconference bridge.
- Implement internally developed Help Desk and project tracking/reporting Intranet.
- Renegotiate telecommunications contracts for voice, data, wide-area-networking and Internet access resulting in annual savings of 40% and ten-fold bandwidth increase.
- Design and implement wide-area-networking access for Milwaukee office and provide all staff with nationwide remote network access via Citrix Metaframe.
- Initiate development of online physician directory for Society's web site.
- Manage transition of accounting, order entry, fixed assets and insurance agency computer databases from minicomputer to client server systems.
- Integrate membership, meeting, insurance and legislative support databases.

**State Bar of Wisconsin                      Madison, WI                      1988 to 1999**  
**Director of Information Technology**

- Supervise IT department including four technical computer staff, three member-records management staff and student intern.
- Provide leadership for development of effective technology solutions including data processing, Internet systems, training, project analysis and implementation and technology support for members.
- Develop and manage the State Bar of Wisconsin's three-year technology budget.
- Guide State Bar of Wisconsin's transition to Internet-based information delivery.
- Serve as co-leader of Internet team responsible for WisBar, the State Bar of Wisconsin's award-winning Web site – [www.wisbar.org](http://www.wisbar.org).
- Plan and manage State Bar of Wisconsin's Year 2000 compliance project.
- Deliver effective and persuasive technology presentations to staff,

Wisconsin lawyers and State Bar Board of Governors.

- Prepare system designs and requests for proposal.
- Hire and manage technology consultants and vendors.
- Developed web-based membership directory.
- Managed move from in-house data processing software to a multi-module association management system with integrated financials.
- Established electronic pre-press publishing system for marketing and magazine production.
- Planned and implemented Novell network supporting 80 full-time staff.

**State Bar of Wisconsin                      Madison, WI                      1984 to 1988**  
**Marketing Director**

- Transitioned State Bar to in-house personal-computer layout of marketing materials, lowering costs and shortening production time by one week.
- Designed and conducted statewide and national marketing campaigns for seminars and the successful Law Office Videotape series.

**State Bar of Wisconsin                      Madison, WI                      1978 to 1984**  
**Media Director, CLE Seminars Department**

- Produced videos of Continuing Legal Education (CLE) seminars.
- Developed statewide, ten-city, CLE video distribution network eliminating need for staff to drive to video replay locations.

**Education**

**U.W. – Madison Graduate School of Business**

- Coursework in marketing and database structures.

**Edgewood College Graduate School of Business**

- Coursework in accounting, finance, business law, marketing, organization design and computer programming.

**B.A. in Communications – U.W. Madison**

**Professional memberships**

**American Society of Association Executives**

- Past chair and current member of Technology Section Council.
- Member of Board of Directors – Chaired committee that developed technology plan for ASAE.
- Chair of Section Leaders Council.

**National Association of Bar Executives**

- Past chair of NABE Web site committee and Member Records/Development forum.

**Founding member of Association Computer Professionals** – Madison-based group of association IT directors.

**References**

- Available upon request.

**Personal**

- Provide volunteer computer support for several non-profits.
- Marathon training mentor for Leukemia & Lymphoma Team in Training. Raised more than \$10,000 for Leukemia research and ran marathons in Anchorage, Alaska and Dublin, Ireland.

# Professional Accomplishments

---

1. Established independent technology consulting services company.
2. Supervised IT department technical staff and student intern. Delivered high level of technology support during time of organizational and departmental downsizing.
3. Negotiated contract for local and long distance voice services resulting in annual savings of 40%.
4. Upgraded ISDN Internet connection at headquarters T1 and 56K WAN link at branch office to business DSL resulting in faster, more reliable connectivity and annual savings of \$12,000.
5. Led team that successfully re-implemented membership database to address serious design flaws.
6. Researched, purchased and led project team for new PBX, desktop voice messaging and teleconference bridge.
7. Implemented Citrix Metaframe to support network access for Milwaukee office and provide remote access for traveling and home-based staff.
8. Consulted with major state Bar association on Web site redesign.
9. Served as chair of ASAE Technology Section Council. Served on council since 1998 and continue as at-large member.
10. Established annual Technology Innovation Awards for ASAE Technology Section.
11. Developed and managed annual technology budget.
12. Trained as facilitator for State Bar of Wisconsin quality management and strategic planning teams.
13. Developed and directed annual Law Firm Technology Survey.
14. Facilitated in-house team that researched solutions to problems related to handling membership calls. This team established a customer service call center and purchased a new phone system to support this enhanced member service.
15. Facilitated strategic planning for Member Services/Public Outreach department.
16. Facilitated strategic planning for the Association of Continuing Legal Education Administrators and for Nebraska Continuing Legal Education.

17. Delivered technology support to members in role as staff liaison to Law Practice Section.
18. Authored technology articles in Wisconsin Lawyer magazine, Law Practice Section newsletter, ASAE Technology Section newsletter.
19. Established and maintained effective communication with volunteer leadership.
20. Delivered informational and persuasive technology presentations to Board of Directors, Finance and Executive committees.

# Presentations

---

<b>Building Bridges: IT as a Strategic Partner</b>	American Society of Association Executives (ASAE) annual meeting, Minneapolis, 8/04
<b>60 Technology Tips in 60 Minutes</b>	ASAE annual meeting, Nashville, 8/05; Minneapolis, 8/04; Honolulu, 8/03; Denver, 8/02; Washington, D.C., 8/01
<b>Integrating your Web Site and Membership Database: Strategies for Managing an Increasingly Complex Technology</b>	ASAE annual meeting, Honolulu, 8/03
<b>Wisconsin Medical Society</b>	Presentation of technology plan to Board of Directors, 10/2000
<b>State Bar of Wisconsin Technology Resources</b>	General Practice Skills Course, U.W. Law School, 4/99
<b>Technology Resources for Wisconsin Lawyers</b>	Local Bar Leaders Conference, Madison, 4/99
<b>Preparations for the Year 2000 at the State Bar of Wisconsin</b>	Report to State Bar of Wisconsin staff, Madison, 4/99
<b>Technology for the Everyday Practice of Law</b>	ABA Techshow 99, Chicago, 3/99
<b>Creating Law Firm Web Sites Cheaply and Easily</b>	ABA Techshow 99, Chicago, 3/99
<b>Taming the Beast – Managing Information Overload</b>	National Association of Bar Executives Midyear Meeting and National Conference of Bar Presidents, Los Angeles, 2/99
<b>The Year 2000 Problem – Protecting Your Practice and Your Clients</b>	State Bar of Wisconsin Midwinter Convention, Milwaukee, 1/99
<b>What's Hot and What's Not: Legal Technology '99 from A to Z</b>	State Bar of Wisconsin Midwinter Convention, Milwaukee, 1/99
<b>Preparations for the Year 2000 at the State Bar of Wisconsin</b>	Report to State Bar of Wisconsin Board of Governors meeting, Madison, 11/98

**Electronic Delivery of Board of Governors Meeting Materials**

Report to State Bar of Wisconsin Board of Governors meeting, Sturgeon Bay, 9/98

**What is the Year 2000 Problem and Why Should I Worry?**

National Association of Bar Executives Annual Meeting, Toronto, 7/98

**Technology for the Rest of Us**

State Bar of Wisconsin CLE seminar, Milwaukee and Madison, 5/98

**Winning Tools for Under \$100**

ABA Techshow 98, Chicago, 3/98

**How to Use Microsoft Office 97**

ABA Techshow 98, Chicago, 3/98