

Do you feel confused by technology terms?



Technology Basics with Cliff Lavin!

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## Why Did We Create this Series?

When COVID-19 started, and our policyholders faced technology challenges from working remotely, questions on this topic started coming our way. We wanted to cover the basics, so we worked with a professional with extensive knowledge on the subject and the valuable ability to communicate in simple language.

We asked our consultant, Cliff Lavin, for his help and decided to produce a series of eight videos, ***"Technology Basics with Cliff Lavin."*** Our goal is to help our policyholders navigate the technology world, starting with the basics.

We produced the videos internally and remotely, with Cliff's assistance, and the skills of our in-house talent. We hope you benefit from the content and share them with your colleagues.



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## About Cliff's Expertise

Cliff Lavin is a proven management specialist with a broad range of experience building companies from concepts to profitable operations. He works to provide process management, technology infrastructure, and systems support for the organization.

As a senior-level strategist, Mr. Lavin brings a wealth of experience in executive management. Direct industry experience includes financial services, hospitality, consumer marketing, and real estate industry segments.

His background includes management-level positions at General Motors, General Electric, Sovereign Bank, NBC, Mattel, Foote Cone and Belding, R&B Realty Group, Oakwood International, and Prentice Hall Publishing. He has served as the Chief Executive Officer of four organizations and the Manager of several others.

Cliff's accomplishments also include taking one company public and profitably selling two others.

A graduate of the prestigious American Graduate School of International Management rated the global leader in the training of international business executives, Mr. Lavin holds both a Master of Science in International Management and a Bachelor of Arts in International Management. Plus, he earned a Bachelor of Science in Marketing from the University of Arizona.

Cliff currently resides in a suburb of Philadelphia, Pennsylvania. He is a board member of several start-up organizations. And, actively participates in crucial charitable and community organizations. He is a member of the World Affairs Council, a prior city commissioner, and a former appointed Chair of two Governor's commissions.

***For questions or comments on these videos,  
please email us at [asi@naswasi.org](mailto:asi@naswasi.org).***