

Daniel M. Smith

VP, Enterprise Applications & Business Intelligence

Joined SIAA in 2018



As Vice President, Enterprise Applications and Business Intelligence, Dan transforms data into valuable insights that guide strategic decisions while also managing SIAA's technology partner relationships. A key responsibility for Dan is to help the alliance navigate the constantly shifting landscape of technology and digital trends.

In addition, Dan leads a highly skilled team of analysts and specialists who play a vital role in executing the organization's application and data strategy. This is an essential element, as it improves operational efficiencies through technology, accelerates decision making, and helps SIAA achieve its niche of advancing the

creation, growth, and evolution of the local independent agency.

Prior to his current role, Dan served as SIAA's Director of Enterprise Applications, where he spearheaded the management and implementation of key technology projects. A significant achievement during this period was the migration of all technology systems to the Microsoft Azure platform. This strategic move, accomplished in just six months, ensured limitless expansion possibilities for SIAA, backed by Microsoft's robust solutions.

Dan successfully integrated technology planning with practical applications across four integral systems: Microsoft Dynamics 365 CRM, Microsoft Dynamics GP, SIAA Reports & Payments, and DOMO Business Intelligence platform. These tools serve SIAA's member independent agencies, master agencies, and staff, facilitating effective communication, client and prospect management, and transparent reporting.

Beyond daily operations, Dan is committed to exploring new technologies and business processes, delivering valuable data and insights to SIAA's entire workforce. He plays a crucial role in new technology implementation, coordinating logistics, understanding user integration, and ensuring compatibility with existing platforms. His responsibilities extend to defining requirements, articulating business needs, and collaborating with the development team on analytics and reporting, all of which shape SIAA's future technology investments.

Before joining SIAA, Dan honed his skills at an accounting and tax advisory firm, where he led senior accounting staff and prepared detailed financial statements. He then spent over ten years at Altico Advisors, which later became part of Sikich, LLP. There, he started as a Business Technology Implementation Consultant, becoming Manager of Technical Services and eventually Senior Manager of Strategic Technologies and Business Analytics.

Dan holds a Bachelor of Science degree in Accounting and Information Systems from the University of Massachusetts. He lives in Upton, Massachusetts.