



Caesar Rodriguez, Strategic Relationship Manager

Tell us about your company culture.

We are “do the right thing” people. Valuing kindness, cooperation, and having a shared love for learning makes the [Kraft Kennedy](#) family a very special group.

What business challenges keep you up at night?

We are a company of upstream [problem solvers](#). We spend all hours considering what challenges are coming next for the legal community, and we race to keep our clients ahead of the industry. Patching servers, for example, used to be a major pain point. It was ruining the weekends of IT staff at law firms with hours of manual overnight rollouts, or worse – skipped patches lead to floods of business devastating hacks, breaches, and cyberattacks. From this challenge, Kraft Kennedy’s Automated Server Patching was born. Right now, with users working remotely from potentially non-secure networks, we’re continuing to innovate to outsmart the bad guys!

What benefit(s) attracted you to the Boston Chapter ALA?

We wanted to be part of the knowledge sharing community in the Boston area that we enjoy as sponsors of ALA NYC and Chicago. We have several clients that are Boston ALA member firms, and we were excited at the idea of becoming the technology partner for a community that believes in innovation and knowledge exchange. And of course, we’re here for the seafood!

What trends and/or insights are you finding in your field and/or market?

Firms are focused on being more facile, anticipating change, and outperforming top producing firms regardless of size, by harnessing technology. By automating repetitive tasks, innovation becomes the focus.

If you could choose any song to represent your company, what would it be and why?

This is such a fun question! I shared it with everyone at Kraft Kennedy for their ideas, and the top suggestion was: ‘Help’ by the Beatles which sounds exactly like firms we meet that need to get IT back on track. Runners up were *Night Moves* from Data Migration Teams, and *The Ghostbusters’ theme song “Who you gonna call”* from our Security Operations Center.

Help

I need somebody

(Help!) not just anybody

(Help!) you know I need someone

Help!

I never needed anybody's help in any way

But now these days are gone, I'm not so self-assured (but now these days are gone)

(And now I find) Now I find I've changed my mind and opened up the doors

Help me if you can, I'm feeling down

And I do appreciate you being 'round

Help me get my feet back on the ground

Won't you please, please help me?

Don't forget to join the Boston Chapter on social media!
Please like us on [Facebook](#), [Twitter](#) and [LinkedIn](#)
to stay current on Chapter happenings!
