

Who we are: elabra's management team

Wayne Robertson, JD, President



Wayne brings his leadership in business process design and technology development to the elabra team. His experience in performance support and knowledge management systems have been employed in building elabra's online collaboration and document management systems. Previously, with Robertson Associates, he developed the technology for the California State Automobile Association's Online Guide which won the Windows World Open Award, presented by Bill Gates. Earlier projects have included work for the State of California and Fortune 500 companies.

Wayne has a background in the performing arts, is admitted to the New York Bar and is a member of the National Association of Bond Lawyers.

Tim Kelly Executive Vice President, Sales and Marketing



Tim has been working with municipal bond attorneys, bankers, financial advisors and issuers for 15 years, formerly at Pacific Financial Printing. He is a forward thinking innovator at elabra, on a quest to deliver the best possible service to the Municipal Bond Industry with a committed team of experienced professionals using the best tools available, and with a spirit of pride in our customer's success. He is a member of the Association for Corporate Growth and the San Francisco Municipal Forum.

Tim lives in San Francisco with his wife, their 16 year-old son, and 13 year-old daughter. In addition to skiing, golfing, playing pictionary, and kayaking, he enjoys reading the MSRB regulations pertaining to the Seven Day rule for Official Statements.

Joe Liccardo V.P. of Operations



Joe's 20 year career in financial printing operations continues to be driven by his uncompromising commitment to excellence in service. His broad range of experience includes building high performance teams, systems development, organizational development and content management. Before co-founding elabra Joe was Operations Director of financialprinter.com's Silicon Valley office and a member of their startup team. Prior to that Joe was Director of Operations for Merrill Corporation's San Francisco/Bay Area offices where he opened their Palo Alto office in 1993. Joe joined Bowne of New York in 1982 and subsequently moved to San Francisco in 1984 to manage Chas P. Young's financial printing operations.

