



## THE MOBILE WIRELESS WEB, DATA SERVICES & BEYOND: EMERGING TECHNOLOGIES & CONSUMER ISSUES

### BIOS

**Michael Altschul** is the Vice President and General Counsel of the Cellular Telecommunications Industry Association (CTIA), an international trade association located in Washington, D.C. Membership in the association covers all Commercial Mobile Radio services, including cellular, and broadband personal communications service (“PCS”), as well as equipment manufacturers, and others with an interest in the wireless industry. Mr. Altschul joined CTIA in 1990 after serving with the Antitrust Division of the United States Department of Justice, where he worked exclusively on communications matters.

**Michael Amarosa** is the Vice President of Public Affairs for TruePosition, Inc. TruePosition is primarily engaged in the business of designing, developing, manufacturing, and operating wireless location systems for the purposes of providing FCC Phase II compliant Enhanced 911 wireless location among a suite of location based services. Previously, Mr. Amarosa worked for the New York City Police Department where he was directly responsible for the implementation of E911 for the City of New York, as well as the largest 911 Public Safety Answering Center.

**Joseph Assenzo** is a General Attorney for Sprint PCS. Sprint PCS is the only all-digital, all-PCS nationwide network, serving more than 300 major metropolitan areas. Mr. Assenzo directs Sprint PCS Federal Regulatory Affairs, including issues related to privacy and security. He joined Sprint PCS in 1996 during its early start-up.

**Eric Bergeron** is General Manager of Wireless Solutions at Zero Knowledge Systems, Inc., a leading provider of privacy-enabling technologies and services for consumers and businesses. Mr. Bergeron is responsible for driving the development and sale of privacy-enabling technologies for the wireless industry, including content and application providers, m-commerce players, network operators, infrastructure and terminal vendors. He is a Professional Engineer, member of the IEE and the Order des ingénieurs du Québec (OIQ).

**William Bodin** is a Senior Technical Staff Member who leads the Advanced Technology and Prototyping Efforts for IBM’s Pervasive Computing Division. In this position, he is involved in bringing key technologies to IBM’s Pervasive Development Organizations and he designed and runs IBM Pervasive’s Advanced Technology Laboratory that provides the conduit through which many of these technologies flow. Mr. Bodin has been awarded several U.S. patents across many disciplines related to computer operating systems and other related platforms with additional patents pending.

**Donald A. Bromley** is the practice leader for the Wireless Risk Management service line for Fiderus Strategic Security and Privacy Services. The company unites strategic information security and privacy services in a comprehensive suite of solutions. Mr. Bromley has been involved with wireless development practices, wireless marketing and sales, application strategy, design, development and implementation of secure wireless infrastructures. He is a recognized expert in the wireless and security communities, as well as in the financial services industry.

**Jerry Cerasale** is the Senior Vice President of Government Affairs for the Direct Marketing Association (DMA). The Direct Marketing Association is the largest trade association for businesses interested in interactive and database marketing, with nearly 4,600 member companies from the United States and 53 other nations. Mr. Cerasale has testified before Congress on privacy in cyberspace and has been active in policy determinations of the DMA concerning its self-regulatory programs.

**Lorrie Faith Cranor** is a Senior Technical Staff Member in the Secure Systems Research Department at AT&T Labs-Research. She is a chair of the Platform for Privacy Preferences Project (P3P) Specification Working Group at the World Wide Web Consortium. Her research has focused on areas where technology and policy issues interact, including online privacy, electronic voting, and spam. Dr. Cranor was the chair of the Tenth Conference on Computers Freedom and Privacy (CFP2000) and served on the Federal Trade Commission Advisory Committee on Online Access and Security.

**Alan Davidson** is an attorney at the Center for Democracy and Technology. The Center for Democracy and Technology works to promote democratic values and constitutional liberties in the digital age, and seeks practical solutions to enhance free expression and privacy in global communications technologies.

**Tim DePriest** is the Vice President of AdForce EveryWhere, and the Founder and Chairman of the Wireless Advertising Association (WAA). As Chairman of WAA, Mr. DePriest is responsible for leading the definition of standards and guidelines for wireless ad creative, ad delivery, ad measurement, consumer privacy, governance of 200+ organizations, and other initiatives under the association's control. As part of AdForce EveryWhere, Mr. DePriest is responsible for strategy, business development, strategic and technical partnership and product development activities for wireless, interactive television, kiosk, point-of-sale and other digital device markets.

**Janelle Edgar** is the Director of Implementation Management for Diversinet, a digital certificate software product/PKI company based in Toronto. Ms. Edgar runs the Washington, D.C. area office. Prior to joining Diversinet in 1998, she was a Senior Programs Analyst with the U.S. Department of Treasury and worked on payments and e-commerce policy and solutions.

**Albert Gidari** is a partner and the first "entrepreneur in residence" at Perkins Coie, LLP. He advises emerging growth companies on e-commerce and Internet strategies, financing, and tactics to accelerate to market. He has been CEO of a high tech incubator, an Internet financial service company, and a proposed all-Internet bank. He chaired the Internet Law and Electronic Commerce practice group at Perkins Coie, co-founded and served as first Executive Director of the global Internet Law and Policy Forum, and received the Cellular Telecommunications Industry Association Person of the Year Award for service to the wireless industry in 1997.

**Sean R. Harrison** is President, CEO, and co-founder of WindWire, Inc. WindWire, Inc. is a wireless advertising technology solutions company based in Morrisville, North Carolina. Mr. Harrison has had experience managing the voice and data network management convergence efforts at Nortel/Bay Networks, software development and the initial release of IBM's first multi-protocol ATM switch, as well as other experience in the computer science field.

**Evan Hendricks** is the Editor/Publisher of *Privacy Times*, a biweekly newsletter in Washington that reports on privacy and freedom of information law. Mr. Hendricks regularly lectures on information policy issues in the United States, Canada and Europe; is the author of the book, *Your Right to Privacy*; and has been interviewed on numerous television programs on the Freedom of Information Act and other privacy issues. He has done contract research for the Office of the Canadian Privacy Commissioner and the Australian Human Rights & Equal Opportunity Commission, as well as serving as an expert witness in several cases involving the Fair Credit Reporting Act.

**Adonis Hoffman** is Senior Vice President and Counsel in the Washington Office of the American Association of Advertising Agencies (AAAA). Founded in 1917, the AAAA is a national trade association representing the advertising agency business in the United States providing services, expertise and information regarding the advertising agency business to its members. Mr. Hoffman previously acted as an advisor to the chairman of the Federal Communications Commission, Director of International Law at the Carnegie Endowment for International Peace, Senior Fellow at the World Policy Institute, and Counsel to the Committee on Foreign Affairs in the U.S. House of Representatives.

**Arthur D. Hurtado** is the Chairman, Chief Executive Officer, and co-founder, of Invertix. Invertix provides innovative products and services to ensure the successful delivery of Internet content to wireless networks based on the understanding that wireless networks are an extension of the Internet, and mobile phones are handheld computers. Mr. Hurtado has had extensive work experience in the telecommunications and wireless fields, including managing communications programs for the U.S. Army. He currently serves on the Goddard Advisory Board to New Mexico State University's College of Engineering.

**Walter Hyer** is the Vice President, Associate General Counsel for AT&T Wireless Services, Inc. AT&T Wireless Services, Inc., a wholly owned subsidiary of AT&T Corporation, operates one of the largest digital wireless networks in North America serving customers with wireless voice and data communications. Mr. Hyer is an attorney who developed his practice in the state regulatory litigation arena assuming responsibility for pricing, service, and rate cases and has experience in the wireless and communications fields. Before joining AT&T, Mr. Hyer held positions at U.S. WEST and McCaw Cellular Communications, Inc.

**John W. Jimison** is a partner at Berliner, Candon & Jimison, a Washington, D.C. law firm that specializes in government relations, technology, and energy. He is here as the Executive Director and Counsel of the Wireless Location Industry Association. He has undertaken numerous legislative, regulatory, policy, and transactional initiatives and proceedings for clients before federal and state legislative bodies and serves in various positions on numerous energy associations such as the International Association for Energy Economics.

**Rick Lane** is the Director of eCommerce and Internet Technology for the U.S. Chamber of Commerce, for which he coordinates the development and implementation of e-commerce, technology, legislative and policy initiatives. The U.S. Chamber of Commerce is the world's largest business federation representing over three million business and organizations. Mr. Lane has served on the Federal Trade Commission's Advisory Committee on Online Access and Security, as the Chairman of the Montgomery County Cable & Communications Advisory Committee, and currently serves as a member of the Board of Directors of the Privacy Leadership Initiative.

**Peter Lawrence** is the Business Development Manager for the Internet and Wireless Service Organization within Hewlett-Packard. The HP Internet and Wireless Service Organization is responsible for connectivity solutions for all consumer and commercial products at HP. Mr. Lawrence specializes in managing all aspects of HP's partnerships with wireless service providers.

**Marc LeMaitre** is the Director of Technology Strategy for Nextel Communications, where he provides direction for both product and technology strategy. He has been at the forefront of the development of wireless location and presence services and is currently focused on solving the problems associated with privacy. Mr. LeMaitre began his career in Europe working for equipment manufacturers Motorola and Ericsson before moving to the carrier side with BT Cellnet.

**Bob Lewin** is the President and CEO of TRUSTe, the Internet's leading privacy seal program. TRUSTe is an independent, non-profit initiative dedicated to building consumer trust and confidence on the Internet. Web sites participating in the TRUSTe program must abide by the TRUSTe principles of disclosure, choice, access, security, and redress when collecting and disseminating information from users. Mr. Lewin is an expert in privacy issues and has spoken at numerous industry conferences and testified to Congress on methods of addressing consumer privacy concerns.

**Steven Lucas** is the Chief Information Officer and Chief Privacy Officer of Persona, Inc. as well as the President of PrivaSeek, Inc, the privacy consulting unit of Persona. Persona designs, builds and manages personal information tools and services that empower consumers and maximize their experience on the Web, while retaining a commitment to protecting their privacy. Dr. Lucas also serves on the Board of Directors for TRUSTe and the United States Internet Industry Association.

**Jack McArtney** is the Director of Messaging for Verizon Wireless, where he is an integral part of the marketing team, responsible for the strategic integration of all messaging products and services. Verizon Wireless is one of the largest wireless communications providers in the U.S. Mr. McArtney has experience in the technical and operational aspects of the business and has headed-up efforts to enhance customer satisfaction.

**Mark MacCarthy** is the Senior Vice President of Public Policy for Visa, U.S.A., Inc. In this capacity, Dr. MacCarthy is responsible for Visa's public policy initiatives and strategies in electronic commerce, the Internet, privacy and other issues and for the coordination of Visa's government relations efforts with its corporate affairs strategy and tactics. He is also an Adjunct Professor in the Communication, Culture and Technology Program at Georgetown University and is the author of numerous technology-related articles.

**Amanda McCarthy** is an analyst with Forrester Research, Inc. Forrester is an independent research firm that analyzes the future of technology change and its impact on businesses, consumers, and society. Ms. McCarthy focuses on service provider strategies and her areas of expertise include consumer communications, wireless services and the mobile Internet -- including mobile data services application development.

**Gregory A. Miller** is the Vice President of Corporate Development & Chief Privacy Officer for MEconomy. MEconomy is an emerging company in the Internet Privacy infrastructure sector where Mr. Miller is a consulting Internet business strategist for companies in the digital economy, focusing on advising clients and government on marketing and business development covering privacy matters, eCRM, database marketing, infomediation, and marketing intelligence for providers of Internet security products and services, consumer services, and healthcare ventures.

**David J. Moore** is the President and Chief Executive Officer of 24/7 Media, Inc. 24/7 Media is a global Internet media and technology company that specializes in broad-based marketing and service solutions for clients' online and interactive business objectives. Mr. Moore is an experienced operating officer with over twenty years experience in the media business.

**Walter S. Mossberg** is the author and creator of the weekly "Personal Technology" column in *The Wall Street Journal*, and is a contributing editor to the *Journal's* monthly magazine, *Smart Money*. For the past six years, *Marketing Computers* magazine has named him as the most influential journalist writing about computers, and for four consecutive years, *Upside* magazine has ranked him as one of the 100 most influential people in the digital world. Mr. Mossberg is a regular technology commentator for the CNBC network, appears on the *CBS Early Show*, and provides commentary for the new public television series, *Digital Duo*. In 1999, he received the Loeb award for Commentary.

**Jonas E. Neihardt** is the Vice President for Federal Government Affairs for QUALCOMM, Inc. QUALCOMM is a wireless communications company specializing in the design, development, and manufacturing of advanced communications systems, technologies, and products. Mr. Neihardt previously served as Director for Congressional Affairs at the Cellular Telecommunications Industry Association. From 1989-1996, he served as the program examiner for the federal telecommunications agencies at the White House Office of Management and Budget.

**Marc L. Owensby** is the founder and CEO of Spotcast Communications, Inc., a company that specializes in m-commerce and has developed the concept of Ad Sponsored Mobile Communications. Mr. Owensby, who leads development at Spotcast, has had significant experience in the mobile satellite communications field with firms such as Lockheed Martin and COMSAT.

**Jason Pavona** is the Director of Wireless Strategy and Personalization for Terra Lycos. In that role, he has been instrumental in building the infrastructure necessary to take the Lycos Network into the next generation of content and services delivery and has created the distribution channels necessary to extend Lycos's brand to the wireless world. He also manages network personalization activities including MyLycos, the award winning personalization platform for the Lycos Network. Mr. Pavona serves on the Board of Directors of Datalink.net and the advisory board of several Internet start-ups.

**Barry Peters** is the Director of Emerging Media for Lot21 Interactive. Lot21 Interactive is a digital marketing, media and advertising agency specializing in the creation of integrated marketing solutions for advertisers. Mr. Peters and his group were responsible for the first execution of live Web content into a television commercial and the placement of the first wireless advertisement on the AvantGo mobile portal. Currently, he serves on the Board of Directors of the Wireless Advertising Association.

**John Pollard** is the Director of Business Travel and Mobile for Expedia.com. Expedia.com is an online travel agent providing consumers with a variety of travel services. At Expedia.com, Mr. Pollard launched the company's businesses in Germany and the UK. Mr. Pollard previously worked for Microsoft where he developed the first electronic media plans for its consumer products. Before joining Microsoft, Mr. Pollard worked at the Cambridge Technology Partners systems consultancy and in international development at Harvard University.

**Lawrence Ponemon** is a Partner and Global Leader of Compliance Risk Management for PricewaterhouseCoopers, LLP, the world's largest professional services organization, and is the founder of its privacy practice. Dr. Ponemon has been instrumental in developing self-regulatory industry initiatives on privacy and e-compliance for organizations in the Internet, e-personalization, and financial services sectors. He was a founding board member of the Personalization Consortium and a member of the Federal Trade Commission's Advisory Committee on Online Access and Security.

**Richard Purcell** is the Director of Microsoft's Corporate Privacy Group. The Corporate Privacy Group plays a central role in developing, implementing, and monitoring information management practices and coordinating various privacy initiatives at Microsoft. Mr. Purcell is involved in the Platform for Privacy Preferences (P3P) and serves on the Board of Directors of TRUSTe.

**Alan A. Reiter** is the President of the Wireless Internet & Mobile Computing consulting practice. Mr. Reiter launched Wireless Internet & Mobile Computing in 1996 to provide analysis for the wireless industry on issues such as its interaction with the computer market, the emergence of "smart" wireless devices, the development of wireless e-commerce, and the future of wireless data products and services. He specializes in jump-starting new businesses and enhancing existing operations in the development of leading-edge wireless products and services around the world. He has developed numerous information products such as consulting and research reports, newsletters, conferences and tutorials.

**Margot Saunders** is managing attorney of the Washington, D.C. office of the National Consumer Law Center (NCLC). NCLC is a consumer law resource center, which provides legal answers, policy analysis, technical advice, and legal support to legal services, private lawyers, state and federal consumer protection officials, public policy makers, consumer and business reporters, and consumer and low-income community organizations. As managing attorney for NCLC's Washington, D.C. office, Ms. Saunders has focused her work on representing low-income clients on financial credit issues, and analysis of water, energy, and emerging technology issues as they affect low-income people.

**James D. Schlichting** is the Deputy Chief of the Federal Communications Commission's Wireless Telecommunications Bureau, with oversight responsibilities for the Bureau's Policy and Commercial Wireless Divisions. These two divisions are responsible for the Bureau's rulemaking proceedings relating to commercial wireless services, the licensing of commercial wireless services, and the review of the wireless license transfer issues involved in merger transactions. Active proceedings in these divisions include those relating to wireless E911 issues and the implementation of the Wireless Communications and Public Safety Act of 1999.

**Richard M. Smith** is the Chief Technology Officer for the Privacy Foundation, which is housed at the Privacy Center at the University of Denver. The organization's mission is to inform citizens of threats to their privacy, provide them with tools to protect or reclaim their privacy, and help develop the broader ethics and culture of information privacy in the electronic world. Mr. Smith is responsible for selecting the foundation's research activities and co-directing the Privacy Center's technical research projects. Many of Mr. Smith's investigations into privacy and security issues have been reported in the computer industry trade press and the mainstream media.

**David L. Sobel** is General Counsel of the Electronic Privacy Information Center (EPIC), a public interest research center in Washington, D.C. that was established in 1994 to focus public attention on emerging civil liberties issues, privacy, and the First Amendment in the technological world. Mr. Sobel has litigated numerous cases under the Freedom of Information Act (FOIA) seeking the disclosure of government information on cryptography, Internet and privacy policy, and has recently worked on issues such as the Digital Signature Standard, the Clipper Chip, the FBI's Digital Telephony proposal, and the FBI's Carnivore system. He was co-counsel in *Reno v. ACLU*, a constitutional challenge to the Communications Decency Act, decided by the U.S. Supreme Court in June 1997. He has written several articles on cryptography policy and other national security and information access issues.

**David A. Stampley** is an Assistant Attorney General in the Internet Bureau in the Office of the Attorney General of the State of New York. The Bureau coordinates law enforcement efforts to combat online fraud, securities trading violations, and other acts that victimize consumers online. Mr. Stampley investigates consumer data issues ranging from the consumer protection implications of business and technical practices to the legal impact of proposed regulations. He has previously worked in civil litigation and technology practice, as prosecutor in the Manhattan D.A.'s office, and as a computer programmer and systems analyst.

**Steve Stutman** is the President and CEO of ClickaDeal.com. ClickaDeal.com is a mobile e-commerce company focused on location-based applications and content for digital handsets and for the automotive sector. Mr. Stutman has had experience working with start-up firms, and has established businesses to develop wireless, e-commerce, and Internet strategies. He is a frequent speaker on wireless e-commerce issues and holds five U.S. patents in the wireless field with others pending.

**Peter Swire** is the United States Government's Chief Counselor for Privacy in the Office of Management and Budget. Mr. Swire is currently on leave from Ohio State University College of Law and from the editorship of the Cyberspace Law Abstracts. He is the author of numerous articles on privacy and other topics as well as co-author of *None of Your Business: World Data Flows, Electronic Commerce, and the European Privacy Directive*.

**Marci Weisler** is Vice President of Business Development at Vindigo.com, which offers a "personal navigation tool" that provides consumers with city-specific information about the nearest and best places to eat, shop, and play. Before joining Vindigo, Ms. Weisler worked as the Vice President of Business Development at Flooz.com, which provided the first online gift currency; spearheaded online development for Muze, a leading provider of entertainment information for e-commerce sites; and served as Director of Business Development at Air Media, Inc., a supplier of wireless information. She began her online career building content and commerce services for Prodigy Services Company.

**Daniel J. Weitzner** is the Director of the World Wide Web Consortium's (W3C) Technology and Society activities. In this role he is responsible for the development of technology standards that enable the web to address social, legal, and public policy concerns such as privacy, free speech, protection of minors, authentications, intellectual property and identification. He is W3C's chief liaison to public policy communities around the world, and is a member of the ICANN Protocol Supporting Organization Protocol Council. Mr. Weitzner previously has served as the co-founder and Deputy Director of the Center for Democracy and Technology and the Deputy Director of the Electronic Frontier Foundation. He currently holds a research appointment at MIT's laboratory for Computer Science and teaches Internet public policy at MIT.