



*A Public Education Workshop*

## ADDENDUM

### **Panelists**

**Elisabeth Brown** is Senior Vice President of Product Strategy for Claritas. In this position Ms. Brown oversees the Product Management and Data Development functions. Her role includes overseeing the development of new data products and services, including Demographic, Cartographic and Segmentation systems, and the management of the software and applications that are delivered to Claritas clients. Prior to joining Claritas in 1988, Ms. Brown worked in the Individual Insurance Marketing and Investment Services Departments at The Prudential Insurance Company of America.

Headquartered in San Diego, California, Claritas, Inc. is a worldwide provider of precision marketing solutions, developed, in part, through intricate customer segmentation systems and other such marketing tools. It is a division of VNU Marketing Information, Inc., which provides a wide variety of industries with precision-marketing solutions including geodemographic information and qualitative audience research.

**Ted Wham** is the President of Database Marketing for the Internet. His career has been concentrated in the direct and database marketing industry, focusing most recently on Internet-enabled marketing applications. He was a Senior Director overseeing registration, outbound email marketing, membership, website traffic analysis, and consumer privacy at Internet portal Excite, and he worked in sales and database marketing at LaserDirectv, Hewlett Packard and Viacom's Computer Curriculum Corporation division. Mr. Wham was a member of the Federal Trade Commission's Advisory Committee on Online Access and Security.

Database Marketing for the Internet is a sole proprietorship consulting practice focused on applying database marketing techniques to the emerging marketing medium of the Internet. DMI's efforts are focused on five specific service offerings: Outbound Email Marketing Strategy and Deployment, Website Analytic Services, Data Monetization, Database Marketing Vendor Selection and Management, and Online Privacy.