

BIOS



Reijo Erik Aarnio

Reijo Erik Aarnio has served as the Data Protection Ombudsman of Finland since 1997. Before accepting this position, Mr. Aarnio served as the Head of Department for Legal and Administrative Affairs and as a member of the management team at the Suomen Asiakastieto Oy, a company that provides information services, credit-granting support services and business information. During his tenure at Tietoperintä Oy, Mr. Aarnio worked as a lawyer, a marketing manager and as head of the banking department. Mr. Aarnio worked closely with the committee that drafted the Personal Data Act of Finland, aiding the committee members in an expert capacity. Mr. Aarnio holds a Master of Laws degree from the University of Helsinki, where he graduated in 1981. In 2004, he also was appointed Honorary Doctor of Laws by the University of Lapland.

Martin Abrams

Martin Abrams is the Executive Director of the Center for Information Policy Leadership at Hunton & Williams LLP, a global privacy and information security think tank in Washington, D.C. Mr. Abrams brings nearly 30 years of experience as a policy innovator to the Center where he pursues practical solutions to privacy and security problems. Mr. Abrams originated the multi-layered privacy notices that have been adopted by international data protection commissioners, the European community, leading companies and various government agencies, and are expected to be adopted by the

Asia-Pacific Economic Cooperation (APEC) and the Organisation for Economic Co-operation and Development (OECD). He is a leading theorist on global transfers of data based on accountability and has led the movement in the U.S. to adopt harms-based approaches to privacy. Mr. Abrams is deeply involved in looking at the next generation of privacy law, and he has spoken about the topic on four continents over the past year.

Katherine Albrecht

Katherine Albrecht is the Director of Consumers Against Supermarket Privacy Invasion and Numbering (CASPIAN), a 15,000-member organization that she founded in 1999 to advocate free-market, consumer-based solutions to the problem of retail privacy invasion. Dr. Albrecht is widely recognized as one of the world's leading experts on consumer privacy. She regularly counsels policy makers on the consumer privacy and civil liberties impacts of new technologies, with an emphasis on Radio Frequency Identification (RFID) and retail issues. She has advised the FTC, various state legislatures, the Federal Reserve Bank, the European Commission, and the Office of the Canadian Privacy Commissioner, among others, and was recently appointed by New Hampshire Governor John Lynch to serve on that state's two-year RFID study commission. Dr. Albrecht holds a Doctorate in Education from Harvard University, with a research focus in consumer education, privacy and psychology.

Tim Armstrong

Tim Armstrong is Google's President of Advertising and Commerce in North America. He also serves as the company's Vice President. His team at Google provides customers with local partnerships, as well as centralized sales and services. In that regard, Mr. Armstrong and his team work with some of the world's most widely recognized brands and advertising agencies, as well as some of the fastest growing medium-sized companies. Previously, Mr. Armstrong served as Vice President of Sales and Strategic Partnerships at Snowball.com, as well as Director of Integrated Sales & Marketing at Starwave's and Disney's ABC/ESPN Internet Ventures, working across the companies' Internet, TV, radio, and print properties. He previously co-founded and ran a newspaper, before joining IDG to launch their first consumer Internet magazine, *I-Way*. Mr. Armstrong has been named one of the top "100 People to Know" for global media by *Media Magazine*, and he was awarded a Media Maven Award by *Advertising Age* in 2004. He sits on the board of the Interactive Advertising Bureau, among others. Mr. Armstrong is a graduate of Connecticut College with a double major in Economics and Sociology.

Ian Ayres

Ian Ayres is a lawyer and an economist. He is the William K. Townsend Professor at Yale Law School and a Professor at Yale's School of Management. Professor Ayres is a regular commentator on public radio's *Marketplace* and a columnist for *Forbes* magazine. Professor Ayres has published 9 books and over 100 articles on a wide range of topics. In 2007, he published *Super Crunchers: Why Thinking-By-Numbers is the New Way to be Smart*. In 2006, Professor Ayres was elected to the American Academy of Arts and Sciences. His book with Greg Klass, *Insincere Promises: The Law of Misrepresented Intent*, won the 2006 Scribes book award "for the best work of legal scholarship published

during the previous year." Professor Ayres has been ranked as one of the most prolific and most-cited law professors of his generation. The *Chronicle of Higher Education* referred to Ayres as "a law-and-economics guru."

Lisa Madelon Campbell

Lisa Madelon Campbell is Senior Legal Counsel with the Office of the Privacy Commissioner of Canada. She has significant experience in the areas of criminal, constitutional and aboriginal law in both the private and public sectors. Ms. Campbell is an experienced litigator and was recently involved in Canada's largest class action settlement. She is the author of published articles on law and technology, and is a member of the National Capital Region Cabinet for this year's Government of Canada Workplace Charitable Campaign.

Michael Cassidy

Michael Cassidy founded Intercept Interactive in 2001 and serves as the company's President and Chief Executive Officer. Under Mr. Cassidy's leadership, Intercept Interactive has grown into a nationally recognized interactive advertising and marketing services firm. Shortly after founding Intercept Interactive, Mr. Cassidy launched Undertone Networks, a premium online advertising network. As a division of Intercept Interactive, Undertone Networks has become one of the foremost advertising networks in the business. Previously, Mr. Cassidy served as the Vice President of Sales for About.com and was responsible for developing many of the company's major agency and client relationships across North America. He received a Bachelor of Arts in Communications from the State University of New York at Oswego, and he is an Oswego GOLD (Graduates of the Last Decade) Award recipient for his outstanding career achievements and significant volunteer service.

Gerald “Jerry” Cerasale

Jerry Cerasale has been the Senior Vice President of Government Affairs for the Direct Marketing Association, Inc. (DMA) since he joined the trade association in January 1995. He is in charge of DMA's contacts with Congress, all federal agencies, and state and local governments. Prior to joining DMA, Mr. Cerasale was the Deputy General Counsel for the Committee on Post Office and Civil Service in United States House of Representatives. He served for 12 years at the Postal Rate Commission (PRC) – mainly as Legal Advisor to Chairman Janet Steiger – and then as Special Assistant to the Commission. He also served as an attorney advisor to Ms. Steiger when she was Chairman of the FTC. Prior to working for the PRC, he was employed in the Law Department of the Postal Service. Mr. Cerasale received his Bachelor of Arts in Government and Economics from Wesleyan University and his Juris Doctorate from the University of Virginia School of Law.

Jeff Chester

Jeff Chester is the Executive Director of the Center for Digital Democracy (CDD), a Washington, D.C. non-profit group. CDD's mission is to foster democratic expression, civic engagement, and consumer protection in the digital media era. The complaint that CDD filed with the FTC in November 2006 about online marketing and threats to consumer privacy served as an impetus for the “Ehavioral Advertising” Town Hall. In 1996, *Newsweek* magazine named Jeff Chester one of the Internet's fifty most influential people. His book, *Digital Destiny: New Media and the Future of Democracy*, provides an in-depth examination of the online marketing industry. Mr. Chester co-founded the Center for Media Education with Kathryn Mont-

gomery, spearheading a three-year effort that led to congressional passage of the 1998 Children's Online Privacy Protection Act (COPPA). A former investigative reporter and filmmaker, Mr. Chester received his Masters in Social Work in Community Mental Health from UC Berkeley in 1978 and his Bachelor of Arts in psychology from California State University, San Francisco in 1975.

Alissa Cooper

Alissa Cooper is a Policy Analyst for the Center for Democracy and Technology. She works on a range of issues including spyware, digital copyright, network neutrality, consumer privacy, and CDT's identity project. Ms. Cooper moved to the Washington area after completing her Bachelor's and Master's degrees in Computer Science at Stanford University. There her work focused on computer security issues and their policy implications.

Mark Cooper

Mark Cooper is the Director of Research at the Consumer Federation of America, a Fellow at the Stanford Law School Center for Internet and Society and a Fellow at The Donald McGannon Communications Center of Fordham University. He has provided expert testimony in over 250 cases for public interest clients, including Attorneys General, People's Counsels, and citizen interveners before state and federal agencies, courts and legislators in almost four dozen jurisdictions in the U.S. and Canada. Dr. Cooper is a prolific writer. His most recent books include *The Case Against Media Consolidation* and *Open Architecture as Communications Policy*. Dr. Cooper holds a Doctorate from Yale University and is a former Yale University and Fulbright Fellow.

Lorrie Faith Cranor

Dr. Lorrie Faith Cranor is an Associate Research Professor in the School of Computer Science and the Department of Engineering and Public Policy at Carnegie Mellon University (CMU). She is director of the CMU Usable Privacy and Security Laboratory (CUPS) and has authored over 80 research papers on online privacy, phishing and semantic attacks, spam, and other topics. Dr. Cranor has played a key role in building the usable privacy and security research community, having co-edited the seminal book *Security and Usability* and founded the Symposium On Usable Privacy and Security (SOUPS). She has served on a number of advisory boards, including the FTC Advisory Committee on Online Access and Security. In 2003, she was named one of the top 100 innovators 35 or younger by *Technology Review* magazine. Dr. Cranor was previously a researcher at AT&T Labs Research and taught in the Stern School of Business at New York University.

Peter Cullen

Peter Cullen is the Chief Privacy Strategist and a Senior Director in the Trustworthy Computing Group at Microsoft Corp. He is directly responsible for managing the development and implementation of programs that bolster the privacy and trustworthiness of Microsoft products, services, processes and systems worldwide. Mr. Cullen leads Microsoft's privacy group, bringing more than a decade of expertise in privacy and data protection to his role as well as extensive background in building sound organizational practices. In 2003, he was honored with the International Association of Privacy Professionals' Vanguard Award for Privacy Innovation for his contributions to the privacy profession. Before joining Microsoft in July 2003, he served as the Corporate Privacy Officer for the Royal Bank of Canada. Mr. Cullen holds a Masters of Business

Administration with distinction from the Richard Ivey School of Business at the University of Western Ontario.

Joseph V. DeMarco

Joseph V. DeMarco is a partner in the New York law firm of DeVore & DeMarco LLP, where he specializes in counseling clients on complex issues involving e-commerce, e-marketing, online advertising, computer intrusions, theft of intellectual property, digital rights, and crisis management and response. From 1997 to 2007, Mr. DeMarco was an Assistant United States Attorney for the Southern District of New York, where he founded and headed the Computer Hacking and Intellectual Property Program. In 2001, Mr. DeMarco served as a visiting trial attorney at the Department of Justice (DOJ) Computer Crimes and Intellectual Property Section in Washington, D.C. Since 2002, Mr. DeMarco has been an Adjunct Professor of Law at Columbia Law School. His years of experience in private practice and government, handling the most difficult and sensitive investigations brought by the United States Attorney's Office, have made him one of the nation's leading experts on the law relating to emerging technologies.

Pam Dixon

Pam Dixon is the Founder and Executive Director of the World Privacy Forum. Having authored seven books on various aspects of technology, hundreds of articles, and six major privacy studies, Ms. Dixon's privacy and technology research has been widely cited and recognized. Prior to founding the World Privacy Forum, Ms. Dixon was a research fellow at Denver University Sturm School of Law Privacy Foundation, where she focused on technology and privacy research. Ms. Dixon's research focuses on

various aspects of data privacy from online job searching to medical identity theft to fraudulent online sites, and has had substantial – and in some cases measurable – positive impacts on consumers.

Esther Dyson

Esther Dyson does business as EDventure, the reclaimed name of the company she owned for over 20 years before selling it to CNET Networks in 2004. She thinks of herself as the Internet’s court jester, a person of no institutional standing who nonetheless aims to speak the truth and be heard where it matters. Her primary interests and activities involve “emerging” entities. Ms. Dyson, who blogs occasionally for the Huffington Post as Release 0.9, focuses her energy mainly on start-up companies, new business models, new technologies and developing markets. She frequently guides and invests in start-up companies, serving as a board member for many them. Ms. Dyson was the founding Chairman of the Internet Corporation for Assigned Names and Numbers (ICANN) from 1998 – 2000, and was also Chairman of the Electronic Frontier Foundation in the 1990s. In 1997, she wrote *Release 2.0: A design for living in the digital age*, which appeared in paperback the following year as *Release 2.1*.

Amina Fazlullah

Amina Fazlullah is a Media Reform Advocate and Staff Attorney with the Washington, D.C., office of U.S. Public Interest Research Groups, specializing in media, technology and digital consumer rights. She works on the organization’s efforts to advance media reform goals, ensure a diversity of viewpoints, protect localism, and prevent the

monopolization of the country’s media outlets. Ms. Fazlullah also monitors the Federal Communications Commission (FCC), FTC and the Antitrust Division of the DOJ with respect to the telecommunications industry. She has experience working as a law clerk at the FCC, the Equal Employment Opportunity Commission (EEOC) and the Electronic Privacy Information Center (EPIC). During law school, Ms. Fazlullah served as an extern for the Honorable Chief Judge James M. Rosenbaum of the U.S. District Court of Minnesota. Prior to law school, she held several technology, film and media related jobs. Ms. Fazlullah received her Juris Doctorate from the University of Minnesota Law School and a Bachelor of Arts from Pennsylvania State University.

Karen Geduldig

Karen Geduldig is an Assistant Attorney General in the Internet Bureau of the New York State Attorney General’s Office, where she investigates and prosecutes instances of consumer fraud perpetrated online. In this capacity, she has engaged in impact litigation involving corporate compliance with privacy policies; the legal collection, disclosure and use of personal consumer information; child safety online; and the transparency of advertising and other business practices, such as “cramming” and the use of adware. Ms. Geduldig also monitors and opines on federal and state legislative initiatives involving technology and privacy. Prior to her appointment by former New York State Attorney General Eliot Spitzer, Ms. Geduldig was a trial associate in the New York office of McDermott Will & Emery LLP. She is a graduate of the George Washington University and the Hofstra School of Law, where she was a Notes and Comments Editor for the *Hofstra Law Review*.

Rob Gratchner

Rob Gratchner has served as the Director of Privacy at aQuantive, Inc. since he joined the company in January 2006. aQuantive, Inc., a Microsoft Corporation subsidiary, is the parent company of one of the industry's most successful families of digital marketing companies. Mr. Gratchner is responsible for overseeing the creation and implementation of aQuantive's worldwide privacy and legislative strategy. Previously, he was the Corporate Privacy Manager at Intel Corporation, focusing on worldwide privacy compliance, policy creation, and strategy. Mr. Gratchner is a board member for the Network Advertising Initiative, KnowledgeNet Chair for the Seattle region of the International Association of Privacy Professionals (IAPP) and an active member of other leading industry organizations like the Interactive Advertising Bureau, the Email Sender and Provider Coalition and the IAPP. In addition, he has written several articles and position papers on data privacy. Mr. Gratchner received a Bachelor's degree from the College of Wooster and a Masters of Business Administration from the University of New Mexico.

Leslie Harris

Leslie Harris is the President and CEO of the Center for Democracy and Technology (CDT), a non-profit public policy organization dedicated to promoting the democratic potential of today's open, decentralized global Internet, as well as enhancing privacy and free expression in global communications technologies. Ms. Harris joined CDT in late 2005, bringing over two decades of experience as a civil liberties lawyer and public policy strategist. Since joining CDT, she has been involved with a wide range of issues related to civil liberties and the Internet, including government data-mining for counterintelligence,

government secrecy, privacy and Internet censorship. On behalf of CDT, Ms. Harris writes, speaks and testifies before Congress frequently on these subjects. Ms. Harris received her Juris Doctorate, *cum laude*, from the Georgetown University Law Center and her Bachelor of Arts from the University of North Carolina at Chapel Hill, where she graduated Phi Beta Kappa.

Michael Hintze

Michael Hintze leads the Regulatory Affairs and Public Policy team within Microsoft Corporation's Legal and Corporate Affairs group. He focuses on privacy, security, telecommunications, online safety, and human rights matters worldwide. Prior to joining Microsoft in early 1998, Mr. Hintze was an associate with the Washington, D.C.-based law firm of Steptoe & Johnson LLP, where his practice focused on export controls and commercial matters for technology companies. He joined the firm following a judicial clerkship with Justice Robert F. Utter of the Washington State Supreme Court. Mr. Hintze is a graduate of the University of Washington and the Columbia University School of Law, where he served as Editor-in-Chief of the *Columbia Human Rights Law Review*. He has published numerous articles on a wide range of subjects including data privacy, U.S. export regulations, and capital punishment.

Pam Horan

Pam Horan is the President of the Online Publishers Association (OPA), an industry trade association dedicated to representing high-quality online publishers before the advertising community, the press, the government and the public. She previously served as the organization's Vice President of Marketing and Membership. Before joining the OPA, she

also served as the Vice President of several other companies: Zinio Systems Inc., LKE Productions, Inc. and Women.com Networks. At Women.com, a leading consumer web site for women that was acquired by iVillage, Ms. Horan was responsible for expanding the site's marketing programs and sponsorships and creating large-scale strategic marketing programs to meet the business objectives of advertising partners. A marketing veteran with experience in both high technology and publishing, Ms. Horan also has held senior marketing and account management positions for several companies including the Symantec Corporation. Ms. Horan holds a Bachelor's degree in history from Boston College.

Jane Horvath

Jane Horvath is Google's Senior Privacy Counsel. Based in Mountain View, CA, and Washington, D.C., she works with cross-functional teams to advance Google's privacy principles and a culture of respect for privacy. She does so by guiding the development of products and features that enhance user privacy and ensure compliance with privacy laws around the world. Prior to joining Google, Ms. Horvath served as the DOJ's first Chief Privacy and Civil Liberties Officer. At the DOJ, she was a member of the High Level Contact Group and leader of the U.S. delegation of experts tasked with exploring common ground between the European Union's Third Pillar data protection principles and U.S. federal privacy laws. Prior to the DOJ, she also was the General Counsel of Digital City Inc., an America Online, Inc. (AOL) subsidiary, and Assistant General Counsel at AOL, where she helped draft the company's first privacy policies. Jane holds a Bachelor of Science from the College of William and Mary and a Juris Doctorate from the University of Virginia.

J. Trevor Hughes

J. Trevor Hughes is an attorney specializing in e-commerce, privacy and technology law. He serves as the Executive Director of the Network Advertising Initiative, the International Association of Privacy Professionals, and the Email Sender and Provider Coalition. Mr. Hughes has testified before the Commerce Committees of both the U.S. Senate and the U.S. House of Representatives, the FTC, the Home Affairs Committee of British Parliament and the European Union Parliament on issues of privacy, spam and privacy-sensitive technologies. He has lectured on privacy and e-commerce law at Boston College Law School, the University of Maine School of Law and Northeastern University. He, along with co-author Reed Freeman, recently released the book *Privacy Law in Marketing*. A native of Canada, Mr. Hughes holds a Bachelor of Arts degree in political science from the University of Massachusetts and a Juris Doctorate from the University of Maine School of Law.

Carlos Jensen

Carlos Jensen is an Assistant Professor in Computer Science at Oregon State University. His specialization is in Human-Computer Interaction, and his research is focused on understanding the privacy risks and pitfalls users face online and how those users interpret and react to them. Mr. Jensen's current research efforts focus on large-scale collection, analysis, and visualization of online data collection practices, including cookies, online advertising, and web-bugs. His previous research has included both user experiments of e-commerce privacy indicators and theoretical analysis of policies. Mr. Jensen received his Doctorate from the College of Computing and the Graphics, Visualization and Usability Center at the Georgia Institute of Technology.

Chris Kelly

Chris Kelly is the Chief Privacy Officer and Head of Global Public Policy at Facebook, where he brings more than a decade of business, information privacy, public policy and legal experience. Previously, Mr. Kelly served as Chief Privacy Officer at Excite@Home, Kendara (which was acquired by Excite@Home) and Spoke Software. Through his in-house work and service at the international law firm Baker & McKenzie and the technology law firm Wilson Sonsini Goodrich & Rosati, Mr. Kelly advised major Internet and media clients on the increasing challenges of intellectual property and privacy protection for the digital age. He also served as an education advisor in the Clinton Administration. Mr. Kelly holds a Bachelor's degree from Georgetown University, a Master's degree from Yale University and a Juris Doctorate from Harvard Law School.

Tim Lordan

Tim Lordan serves as Executive Director for the Internet Education Foundation (IEF), a non-partisan, non-profit 501(c)(3) organization, dedicated to educating the public and policy makers about the potential of a decentralized global Internet to promote democracy, communications and commerce. Mr. Lordan joined the IEF in 1999. With his leadership, the organization assists the efforts of the Congressional Internet Caucus Advisory Committee in educating Congress about the Internet and related policy issues. Mr. Lordan also runs the acclaimed GetNetWise.org educational site that was launched as a parental empowerment resource and has evolved to address many cyber security and safety issues. Mr. Lordan has amassed a broad range of experience in law, consumer education and public policy. His prior posts include: Internet Alliance (as Deputy Policy Counsel), Edelman Public Relations Worldwide, AT&T's Law and Government Affairs

Department (as a full time consultant) and WGBH Educational Foundation. Mr. Lordan is a graduate of Suffolk University Law School.

Declan McCullagh

Declan McCullagh is the Chief Political Correspondent and senior writer for News.com, published by CNET Networks. He has spent over a decade in Washington, D.C., and now lives and works in San Francisco. Previously, Mr. McCullagh was the Washington bureau chief for *Wired* and a reporter for *Time* magazine, Time Digital Daily, and The Netly News. He has been a member of the adjunct faculty at American University and the Case Western Reserve University law school. He also moderates Politech, the Internet's oldest technology and politics resource. Mr. McCullagh previously spoke about barriers to interstate commerce at an FTC public workshop in October 2002.

Diane McDade

Diane McDade is the Director of Policy and Implementation for Privacy, Accessibility and Geo-Political Intelligence within Microsoft's Trustworthy Computing division. Previously, she served as the Senior Privacy Product Manager at Microsoft, where she was responsible for privacy policy development for Microsoft products and services worldwide. Ms. McDade is a frequent speaker at industry conferences and has represented Microsoft on numerous industry committees relating to the establishment of online privacy practices. She joined Microsoft in 1998 after a long career in politics and 10 years running Diane McDade Consulting, a campaign and communications consulting firm based in Washington State. Ms. McDade has held previous positions with the Washington State Senate, the Massachusetts Office of Economic Affairs and the Mas-

sachusetts Public Interest Research Group, among others. She is a graduate of the Buffalo Seminary and Smith College.

Chanterria McGilbra

Chanterria McGilbra is the Vice President of Business and Channel Development for Netmining NV/SA, located in Brussels, Belgium. Netmining is an innovator in online behavioral targeting for revenue generation and enhancement of the online experience. Ms. McGilbra is a strategic leader in technology and organizational consulting and has over 10 years of experience with large global organizations, small businesses and one of her own start-up companies. A native of San Francisco, Ms. McGilbra has held senior positions in technology management for companies such as Arthur Andersen, Charles Schwab (eSchwab), and Kaiser Permanente. She also has created entrepreneurial success as Owner and President of Primus Consulting, an organizational development consulting company specializing in Board-level reorganization, operational optimization, and strategic leadership change management.

Ken McGraw

Ken McGraw, Zango's Executive Vice President, leads the company's Law and Corporate Affairs Department and oversees all legal and corporate work, as well as government, industry, and community affairs. As Zango's chief compliance officer, he also is responsible for all aspects of online advertising and consumer privacy practices. Mr. McGraw brings nearly 20 years of experience counseling high technology companies, most recently as Vice President and General Counsel for WatchMark Corp., where he established the company's legal department while managing all government, legal and corporate affairs. Previously, Mr. McGraw was the General

Counsel and Chief Legal Officer for both Vitessa Corporation and Visio Corporation (acquired by Microsoft in 2000). He also practiced law at Perkins Coie LLP. Mr. McGraw received his Bachelor of Arts and his Bachelor of Science, *magna cum laude*, from Brown University and his Juris Doctorate and Master of Business Administration from Cornell University.

George R. Milne

George R. Milne is an Associate Professor of Marketing at the University of Massachusetts Amherst, where he has been on the faculty since 1992. Dr. Milne has also held visiting positions at the University of North Carolina at Chapel Hill and the University of Canterbury in Christchurch, New Zealand. The majority of Dr. Milne's research efforts have been focused on issues pertaining to consumer information privacy, database marketing and interactive marketing. His research has been published in journals such as the *Journal of Marketing*, the *Journal of Interactive Marketing*, and the *Journal of Consumer Affairs*, among others. Dr. Milne was the editor of a special issue on privacy for the *Journal of Public Policy and Marketing* and is also a member of its editorial review board. He earned his Doctorate from the University of North Carolina at Chapel Hill and holds a Master of Arts and Bachelor of Science in economics from the University of Utah.

Kathryn C. Montgomery

Kathryn Montgomery has been a professor at American University's School of Communication since 2003, having come with more than 25 years of experience in both the nonprofit field and academe. For 12 years, she was President of the D.C.-based Center for Media Education (CME), which she co-founded in 1991. During her tenure at CME, Dr. Montgomery's research, publications, and testimony

helped frame the national public policy debate on a range of critical media issues. One of her successful advocacy campaigns led to the first federal legislation to protect children's privacy on the Internet, the Children's Online Privacy Protection Act. Dr. Montgomery has been tracking the growth of the digital marketplace since its early beginnings, and she has lectured widely on the topic. Along with Jeff Chester, she co-authored the recent study, *Interactive Food & Beverage Marketing: Targeting Children and Youth in the Digital Age*, which was submitted to the FTC in May 2007. Dr. Montgomery received her Doctorate in Motion Pictures and Television from UCLA.

Dave Morgan

Dave Morgan founded Tacoda in April 2001 in order to develop innovative targeted marketing services. He served as the company's CEO until mid-2006. Tacoda, which was acquired earlier this year by America Online, Inc. (AOL), operates one of the world's largest behavioral targeting ad networks. In 1995, Mr. Morgan founded Real Media, Inc., one of the first online ad serving and ad network companies, and he served as the company's Chairman and CEO until 2001. A lawyer by training, Mr. Morgan served as General Counsel and Director of New Media Ventures for the Pennsylvania Newspaper Association from 1991 to 1995, where he helped launch more than a dozen new media businesses. Mr. Morgan, who is actively involved in industry trade groups, currently serves as a director and executive committee member of the Interactive Advertising Board and chairs its Public Policy Council. Mr. Morgan holds a Bachelor of Arts in Political Science from Pennsylvania State University and a Juris Doctorate from the Dickinson School of Law.

Tikva Morowati

Tikva Morowati is a designer, researcher, artist and community builder. Concentrating on social behavior and interaction, her work integrates an array of media, including video, sound, electronic circuitry, wearables, telephony, and the web. Currently, Ms. Morowati is writing a book based on interventions she designed and implemented to help people with addictions to networked technologies such as email, instant messaging, mobile telephony and portable media players. She works with people who are inundated by their online lifestyles. Ms. Morowati holds a Master's degree from New York University's Interactive Telecommunications Program.

Scott Nelson

Scott Nelson, as Founder and Chief Operating Officer of TruEffect, has focused on meeting the changing needs of advertisers and agencies resulting from the growth of online marketing. Mr. Nelson brings to TruEffect more than 20 years of successful marketing and client management experience with premium global brands in both online and offline environments. Prior to TruEffect, Mr. Nelson was with MatchLogic, Inc., which helped develop and launch the technology platforms in use today to deliver and measure online ad campaigns. Mr. Nelson also spent more than a decade working with the Cadillac Motor Car Division of General Motors, where he influenced marketing and advertising efforts. His expertise in advertising, promotions and brand management, along with his experience in online privacy, media measurement and Internet technology make him a recognized industry expert and featured presenter regarding online advertising topics.

Colin O'Malley

Colin O'Malley is the Director of Strategic Business for TRUSTe, a role that includes assessing emerging markets where consumer privacy is threatened and the development and management of self-regulatory programs to elevate corporate behavior. In 2005, Mr. O'Malley's team launched the Trusted Download Program, the first software standards program with the backing of industry leaders, such as CNET, America Online, Verizon, Microsoft, and the Center for Democracy and Technology. The program directs software distribution opportunities and advertising dollars to programs and affiliate networks that respect consumer choice. Mr. O'Malley has been a frequent public speaker on best practices in software, commercial email, and contemporary online advertising models. He holds a Bachelor of Science in Economics and Human & Organizational Development from Vanderbilt University.

George V. Pappachen

George Pappachen is the Director of Privacy and Public Policy for Safecount, a digital data collection company owned by WPP. Safecount has widely promoted consumer control and transparency to be the industry standard and also has designed its business practices to be defined by these fundamental tenets. In that regard, Mr. Pappachen is responsible for Safecount's consumer protection, data management, and public policy agenda. He also is Safecount's Director of Market Development and, in this capacity, he identifies solutions for safe, reliable and accountable data collection within emerging media platforms. Mr. Pappachen has an extensive record of digital expertise stemming from his work as a lawyer in the area of technology and his tenure in the interactive market research industry, where he regularly works with leading web publishers, media companies, agencies and advertisers on market research studies. He is a member of the Interactive Advertising Board Public Policy Council and the

Network Advertising Initiative, among others. Mr. Pappachen is a graduate of the University of Florida.

Rob Pegoraro

Rob Pegoraro writes *The Washington Post's* Fast Forward column, a weekly look at computers, the Internet, consumer electronics, cellphones and other things that beep. He also writes the Help File Question and Answer feature for the Business section of *The Washington Post*. In addition, Mr. Pegoraro pens the Faster Forward blog and hosts bi-weekly online discussions. He has been with *The Washington Post* since 1993 and has written for many other sections, including National, Metro, Style, Sports, Health, Food, Home, Weekend, Real Estate, Sunday Arts, Sunday Source, Travel, Book World and the Magazine.

Jules Polonetsky

Jules Polonetsky serves as Chief Privacy Officer and Senior Vice President of Consumer Advocacy at America Online, Inc. (AOL). Mr. Polonetsky is responsible for ensuring that AOL's users can trust the company with their information, and he also works to educate employees about the best practices for advertising, content, and product development. Prior to joining AOL in 2002, Mr. Polonetsky was DoubleClick's Chief Privacy Officer and Special Counsel, where he worked with clients to institute and police their privacy policies and managed DoubleClick's compliance with data protection requirements world-wide. From 1998 to 2000, he was the New York City Consumer Affairs Commissioner for Mayor Rudolph Giuliani. Mr. Polonetsky also has served on the boards of a number of privacy and consumer protection organizations, including the International Association of Privacy Professionals and the Network Advertising Initiative. Mr. Polonetsky is a graduate of New York University School of Law and Yeshiva University.

Dr. Larry Ponemon

Dr. Larry Ponemon is the Chairman and Founder of the Ponemon Institute, a research think tank dedicated to advancing privacy and data protection practices. Dr. Ponemon is considered a pioneer in privacy auditing and the Responsible Information Management (RIM) framework. The Ponemon Institute conducts independent research, educates leaders from the private and public sectors and verifies the privacy and data protection practices of organizations in various industries. In addition to Institute activities, Dr. Ponemon is an adjunct professor for ethics and privacy at Carnegie Mellon University's Chief Information Officer (CIO) Institute. Dr. Ponemon earned his Doctorate from Union College, his Master's degree from Harvard University, and he attended the doctoral program in system sciences at Carnegie Mellon University. He earned his Bachelor's degree with Highest Distinction from the University of Arizona.

Zulfikar Ramzan

Zulfikar Ramzan is a Senior Principal Researcher with Symantec Security Response. His current focus is to improve the security of the online experience, including understanding threats like phishing, online fraud, and web security. Mr. Ramzan's professional interests span the theoretical and practical aspects of information security and cryptography. He is a frequent speaker on these issues and has co-authored 50+ technical articles and one book. He also is the co-editor of the forthcoming text *Crimeware*, to be published by Addison-Wesley in conjunction with Symantec Press. Mr. Ramzan received his Master of Science and Doctorate from the Massachusetts Institute of Technology in Electrical Engineering and Computer Science (with his thesis research conducted in cryptography and information security).

Randall Rothenberg

Randall Rothenberg is the president and CEO of the Interactive Advertising Bureau, the trade association for interactive marketing in the U.S. The Interactive Advertising Board (IAB) represents over 300 leading interactive companies; IAB members are responsible for selling over 86 percent of online advertising in the U.S. On behalf of its members, the IAB evaluates and recommends standards and practices, conducts effectiveness research and educates marketers, media, and advertising companies about interactive marketing. Previously, Mr. Rothenberg was the Senior Director of Intellectual Capital at Booz Allen Hamilton, an international strategy and technology consulting firm, where he oversaw business development, knowledge management, and directed the award-winning quarterly business magazine *strategy+business*, among other things. Mr. Rothenberg is the author of *Where the Suckers Moon: An Advertising Story*, a critically-acclaimed chronicle of the birth, evolution, and death of a single advertising campaign.

C. Brad Schuelke

C. Brad Schuelke is the Manager of the Internet Enforcement Unit of the Consumer Protection and Public Health Division of the Texas Attorney General's Office. Mr. Schuelke has served as an Assistant Attorney General in the Consumer Protection Division since November 1998, and he has represented the State of Texas in investigations and lawsuits regarding a variety of subject matters important to consumers. In particular, he has filed a number of lawsuits and/or negotiated settlements based on unlawful conduct in the area of telecommunications and Internet law, including spamming, cramming, spyware, unsolicited facsimile advertising, deceptive telemarketing, and violations of the state's do not call statute. Mr. Schuelke received his Juris Doctorate, with honors, from the University of Texas in 1998, and he received his Bachelor of Business

Administration, with honors, from the University of Texas Honors Business Program in 1995.

Ari Schwartz

Ari Schwartz is the Deputy Director of the Center for Democracy and Technology (CDT). Mr. Schwartz's work focuses on increasing individual control over personal and public information. He promotes privacy protections in the digital age and expanding access to government information via the Internet. He regularly testifies before Congress and Executive Branch agencies on these issues. Mr. Schwartz also leads the Anti-Spyware Coalition (ASC), anti-spyware software companies, academics, and public interest groups dedicated to defeating spyware. In 2006, he won the RSA Award for Excellence in Public Policy for his work building the ASC and other efforts against spyware.

Scott R. Shipman

Scott R. Shipman is Senior Counsel for eBay Inc., and he is responsible for leading and managing eBay's global privacy team, including other familiar brands such as PayPal, Skype, Shopping.com, and StubHub. Last year Mr. Shipman testified about the need for federal privacy legislation at the "Privacy in the Commercial World II" hearings of the U.S. House of Representatives Commerce & Energy Committee. He also spoke at the FTC's "Protecting Consumers in the Next Tech-ade" hearings. Mr. Shipman, who co-founded the Consumer Privacy Law Forum, teaches International Data Protection law at Santa Clara University. He also is a certified member of the International Association of Privacy Professionals and a member of the Chief Privacy Officers Council of the Conference Board. Mr. Shipman received his Juris Doctorate from Santa Clara University School of Law and his Bachelor of Arts from the University of Colorado at Boulder.

Richard M. Smith

Richard M. Smith works for Boston Software Forensics as a consultant specializing in Internet privacy and security technologies. His clients include technology companies, non-profits, and governmental agencies. He has over 35 years of experience in the computer software field. Previously, Mr. Smith was the Chief Technology Officer of the Privacy Foundation and the CEO of Phar Lap Software. He is quoted frequently in the media on Internet technology issues.

Srinija Srinivasan

Srinija Srinivasan is Yahoo!'s Vice President and Editor in Chief, and she directs its privacy team, overseeing all internal policies regarding privacy issues. She leads the Yahoo! team that developed one of the industry's first privacy policies, providing notice and choice for users on every page. Ms. Srinivasan also guides the "voice of Yahoo!" throughout Yahoo!'s global online network. Since joining the company as its fifth employee in 1995, Ms. Srinivasan has led the organization and evolution of the Yahoo! directory, editorial and content standards across the network, as well as policy issues including privacy and data use, advertising guidelines, and accessibility. She has appeared in top publications and on television programs both locally and nationally, including *The New York Times*, *FORTUNE*, and "20/20." Ms. Srinivasan holds a Bachelor of Science with distinction in Symbolic Systems from Stanford University, and she currently resides in both Palo Alto, California, and New York City.

Peter P. Swire

Peter P. Swire is the C. William O'Neill Professor of Law at the Moritz College of Law of the Ohio State University and director of that school's Washington, D.C. summer program. He teaches and writes about

topics including privacy, computer security, consumer protection, and antitrust. He is also a Senior Fellow at the Center for American Progress. From 1999 to early 2001, Professor Swire served as the Clinton Administration's Chief Counselor for Privacy in the U.S. Office of Management and Budget. Among his academic and public policy activities, he is Faculty Editor of "Privacy Year in Review" for *I/S: A Journal of Law and Policy for the Information Society*, and lead author of *Information Privacy: Official Reference for the Certified Information Privacy Professional*. Along with Lawrence Lessig, Professor Swire is editor of the *Cyberspace Law Abstracts* of the Social Science Research Network.

Ralph Terkowitz

Ralph Terkowitz joined ABS Capital Partners in January 2004 as a General Partner and is responsible for investments in companies within the media & communication and technology sectors. His role includes identifying and managing investment opportunities in the media and communications space, while utilizing his operational experience to help execute growth strategies across the ABS portfolio. Mr. Terkowitz previously served as the Chief Information and Technology Officer of The Washington Post Company. During his tenure there, he also served as Founder and CEO of *The Washington Post's* electronic publishing subsidiary, WashingtonPost. Newsweek Interactive (formerly DigitalInk). Under his leadership, the subsidiary became known for its innovation and led the industry in developing new revenue models for electronic media. Mr. Terkowitz is Chairman of the Board of TRUSTe, a non-profit entity serving consumers and businesses by setting and enforcing standards for protecting consumer privacy in a highly connected world.

Mozelle W. Thompson

Mozelle W. Thompson is CEO of Thompson Strategic Consulting, which provides legal, policy and business advice to Facebook, Inc., SeatSmart.com and others. He is a frequent keynote speaker at major technology conferences and international policy forums. From December 1997 until August 2004, he served as a Commissioner at the FTC. While there, Commissioner Thompson developed leadership roles in the areas of international consumer protection, high technology and convergence issues, online privacy and intellectual property. He also served as Chairman of the Organisation for Economic Co-operation and Development Committee on Consumer Policy. Commissioner Thompson has taught at Fordham, Stanford and Princeton Universities, and he has received numerous awards in recognition of his work, including the Distinguished Service Award by the University of California, Berkeley School of Law and the Berkeley Center for Law and Technology.

John Thorne

John Thorne is Senior Vice President and Deputy General Counsel of Verizon and an adjunct faculty member at Columbia Law School and the Georgetown University Law Center. He is responsible for Verizon's legal work in the areas of antitrust, intellectual property, and privacy, among other areas. Mr. Thorne has won three antitrust cases in the U.S. Supreme Court and has co-authored the principal treatises on telecommunications law, including *Federal Telecommunications Law* and *Federal Broadband Law*. Mr. Thorne attended Kenyon College, graduating *summa cum laude* and Order of the Coif. He also attended Northwestern University Law School, where he was the

articles editor of the law review. After law school, Mr. Thorne clerked for Chief Judge Walter Cummings of the U.S. Court of Appeals for the Seventh Circuit.

Michael Walrath

Michael Walrath is the Senior Vice President of Yahoo!'s Marketing Products Division. Prior to joining Yahoo!, he founded Right Media and was the company's CEO until it was acquired by Yahoo! in July 2007. Guiding and following through on Right Media's vision to create a more open, fair environment for online advertising, Mr. Walrath helped to transform the industry and introduce a new sector: the exchange marketplace. The Right Media Exchange's 145+ members – advertisers, publishers, networks and technology providers – have an equal opportunity to connect directly to new partners, trade more efficiently and bring a new level of control to their businesses. Previously, Mr. Walrath served as DoubleClick's Director of Direct Marketing, as well as Senior Vice President of Strategy and Development. In 2001, he was responsible for the creation of DoubleClick Direct, the company's direct marketing offering. Mr. Walrath was awarded the Ernst & Young Entrepreneur Of The Year® 2007. He has a Bachelor of Arts in English from the University of Richmond.

Maxim Weinstein

Maxim Weinstein is the manager of StopBadware.org, a project based at the Berkman Center for Internet & Society at Harvard Law School. He has worked in a variety of positions involving technology, communications, education, and leadership. Prior to his role at StopBadware.org, he served as the technology director of Year Up, a non-profit

organization that empowers urban young adults to reach their potential through higher education and professional careers. During his tenure there, Mr. Weinstein also worked as a teacher, an advisor, a curriculum developer, a team leader, and an advisor to senior management. His prior experience exposed him to the investment management, software, pharmaceutical, and training industries. Mr. Weinstein is a graduate of Tufts University, from which he earned a Master's degree in teaching and a Bachelor's degree in quantitative economics and environmental studies.

Mark Westlake

Mark Westlake is the Executive Vice President for Sales & Content for Howstuffworks.com, an award-winning website that provides millions of consumers each month with useful information about the world around them. Mr. Westlake is responsible for overseeing global revenue and content for the company. Prior to joining Howstuffworks.com, he oversaw the sales, marketing and ad operations for About.com, a division of The New York Times Company. Mr. Westlake has previously held senior sales management positions at a variety of interactive companies and proved instrumental in launching a number of dynamic start-ups, such as AutoTrader.com and CIMedia. Mr. Westlake, a graduate of Seton Hall University, is actively engaged in the online industry and serves on the advisory boards of several associations, including the Seller Summits, run by Upstream Group, and the iMedia Summits, run by iMedia Connection.

Nicole Wong

Nicole Wong is Deputy General Counsel at Google, primarily responsible for the company's products and litigation. She is a frequent speaker and author on issues related to law and technology, including two appearances before the U.S. Congress regarding Internet policy. Ms. Wong is also a co-editor of *Electronic Media and Privacy Law Handbook* (2003), which is now being updated as a collaborative digital treatise with the Electronic Frontier Foundation and students at Boalt Hall School of Law. In 2006, she was named one of the "Best Lawyers Under 40" by the National Asian Pacific American Bar Association. Prior to joining Google, Ms. Wong was a partner at the law firm of Perkins Coie, LLP, where she represented traditional media and "new media" clients, including Microsoft, Amazon.com and Yahoo!, among others. In addition, she has taught media law as an adjunct professor at the University of San Francisco School of Law. Ms. Wong received her Master's degree in Journalism and her Juris Doctorate from the University of California at Berkeley.

Michael S. Zaneis

Mike Zaneis is the Vice President of Public Policy for the Interactive Advertising Bureau (IAB). Mr. Zaneis joined IAB in January 2007 and runs its Washington D.C. office. In this role he coordinates the industry's legislative, regulatory, and policy-making efforts, including IAB's Policy Development Task Force. Prior to joining IAB, Mr. Zaneis served as Executive Director of Technology and E-Commerce at the U.S. Chamber of Commerce. As the chief technology and telecommunications lobbyist, he oversaw issues affecting the business community pertaining to online and consumer privacy, data security, telecommunications, intellectual property, counterfeiting, piracy, and e-commerce. Prior to joining the Chamber's lobby team, he served as the organization's Director of Technology Policy. Mr. Zaneis received his Bachelor's degree from Michigan State University and both his Juris Doctorate and Master's degree in Public Policy from Georgetown University.

