

# BIOS

## Michael F. Altschul

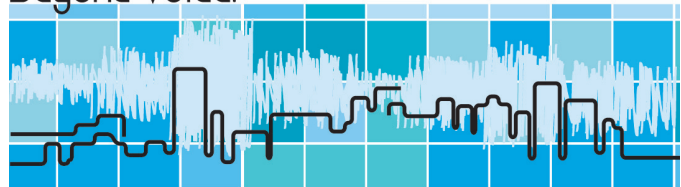
Michael Altschul is Senior Vice President and General Counsel of CTIA—The Wireless Association®. CTIA's members include wireless carriers and their suppliers and providers of wireless data services and products. Mr. Altschul is responsible for CTIA's legal advocacy and compliance with antitrust and other applicable laws. He is also an active participant in the development of CTIA's public policy positions.

Prior to joining CTIA in 1990, Mr. Altschul served for ten years in the Antitrust Division of the U.S. Department of Justice, where he worked exclusively on communications matters, including the Modification of Final Judgment and the GTE decree and telecommunications industry mergers and acquisitions. He began his legal career in the New York City office of Simpson Thacher & Bartlett LLP, where he specialized in antitrust litigation.

## Peter Avery

Peter Avery is Principal Administrator in the Organisation for Economic Co-operation and Development's (OECD's) Directorate for Science, Technology, and Industry, where he heads the consumer policy unit. The OECD provides a setting where governments compare policy experiences, seek answers to common problems, identify good practices, and coordinate domestic and international policies. The consumer policy unit is responsible for carrying out research on a wide range of consumer issues and for overseeing the negotiation of consumer policy guidelines in areas such as e-commerce, cross-border fraud,

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and dispute resolution. The unit's current work includes the development of a policy toolkit that will provide policymakers with a framework to improve decision making in the areas of consumer protection and consumer empowerment. The unit is also working on mobile commerce, online identity theft, and consumer issues relating to communication services.

Prior to joining the OECD, Mr. Avery managed a team of trade analysts at the U.S. International Trade Commission, and was Assistant Director of Economics at the American Iron and Steel Institute. Mr. Avery holds a Master's in International Relations from Georgetown University.

## Michael Becker

Michael Becker is Executive Vice President of Business Development at iLoop Mobile, Inc., a company that provides services and technology for interactive mobile marketing, mobile advertising, and mobile content distribution. He has more than 17 years of technical and business development experience, with a special emphasis on wireless multi-channel (SMS, email, IM, MMS, and Web) messaging communications technologies, client/server mobile GPS navigation systems, secure electronic book distribution solutions, and custom engineering and business solutions. He serves on the Board of Directors of the Mobile Marketing Association (MMA), is the Founder and Co-Chair of the MMA Academic Outreach Committee, and is the Founder and Co-Editor of the MMA *International Journal of*

*Mobile Marketing*. He also serves on the DotMobi Advisory Group (MAG) Steering Committee and chairs the MAG Education Council.

Mr. Becker holds a B.S. from Saint Mary's College and a M.B.A. from Santa Clara University. He has written over 35 papers on mobile marketing. He is currently pursuing his D.B.A. from Golden Gate University and is focusing his research on the emergence of mobile-enhanced customer-managed interaction marketing systems.

### Mike Bennett

Mike Bennett is Executive Director-Consumer, State and Local Government Affairs at AT&T. He started his telecommunications career with Southwestern Bell Telephone Company in 1981 and held numerous line and staff positions in Southwestern Bell and SBC in St. Louis, Washington, DC, and Dallas. From 1997 to 2004, he held several high-level External Affairs positions for SBC Wireless and Cingular Wireless within the state and federal regulatory and legislative arenas. For the past three years, he has been responsible for all consumer-related relationships and advocacy for Cingular (now AT&T) with consumer groups, third parties, state and federal government officials, industry analysts, and local and national media. In addition to those duties, Mr. Bennett is responsible for all wireless-related issues associated with various national associations of state and local governments.

Mr. Bennett graduated *cum laude* with an Engineering degree from the University of Missouri-Rolla in 1980.

### Tony Bernard

Tony Bernard is Vice President of Operations at Useful Networks, Inc., a Denver-based company

that enables mobile phone users to opt in to location-based services and facilitates mobile service providers' sharing of users' location information with mobile content providers. Before Mr. Bernard joined Useful Networks in 2007, he held leadership positions at Monsternob Group PLC and its U.S. affiliate, 9 Squared Inc., and at Alltel Communications (now Alltel Wireless).

Mr. Bernard received a B.A. in Economics and Business from Hendrix College and a M.B.A. in Business Strategy and Management from the Walton Graduate School of Business (University of Arkansas).

### Jean Berberich

Jean Berberich is Procter and Gamble's (P&G's) global Digital Marketing Innovation Manager for Mobile. She leads mobile strategy and vision for P&G from idea to execution. Her passions are "inventing," making sense of the "unknown," and translating emerging technologies into marketing strategies and plans.

Ms. Berberich has been a mobile marketing expert and evangelist for both P&G and the mobile industry for the past five years. She has been an active participant in the Mobile Marketing Association (MMA) since its inception, and played a large part in shaping the MMA as it exists today. She has participated on several mobile and advertising industry panels, and is a member of the GS1 Standards Organization Mobile Commerce Committee.

### Steve Boom

Steve Boom is Senior Vice President of Connected Life at Yahoo! Inc. In that role, Mr. Boom has global responsibility for all aspects of Yahoo!'s mobile business, including the

Yahoo! Go, Yahoo! oneSearch, Yahoo! oneConnect, and Yahoo! onePlace services. He also manages Yahoo!'s strategic partnerships with mobile operators and device manufacturers. In his more than nine-year tenure with Yahoo!, Mr. Boom has held several senior management positions, including global leadership of Yahoo!'s Enterprise Solutions business and as a Business Development Director in Yahoo!'s London office.

Before joining Yahoo!, Mr. Boom was an attorney with the Venture Law Group in Silicon Valley. Mr. Boom holds B.A. and B.S. degrees from Stanford University and a J.D. from Harvard Law School.

### Jeff Chester

Jeff Chester is the Executive Director of the Center for Digital Democracy (CDD), a Washington, DC non-profit organization. CDD's mission is to foster democratic expression, civic engagement, and consumer protection in the digital media era. In 1996, *Newsweek* magazine named Mr. 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 Montgomery, spearheading a three-year effort that led to congressional passage of the 1998 Children's Online Privacy Protection Act (COPPA). In 2007, Chester and Montgomery co-authored a study on how the digital marketing system, including mobile communications, was contributing to the current childhood and youth obesity crisis in the U.S. Chester's forthcoming book is an examination of the global digital marketing business.

A former investigative reporter and filmmaker, Mr. Chester received his Master's in Social Work in Community Mental Health in 1978 from the University of California, Berkeley, and his B.A. in Psychology from California State University, San Francisco, in 1975.

### Dave Cole

Dave Cole is a Senior Director for Product Management and the former Director of Security Response at Symantec, a company that provides software and services to enable businesses and consumers to protect their digital infrastructure, information, and interactions. He has more than a decade of information security experience and extensive experience in both product management and professional services. He serves as a key spokesperson for Symantec regarding data security issues and projected future data security threats.

Prior to working at Symantec, Mr. Cole held numerous senior positions within organizations such as Deloitte & Touche and several information security technology companies. His design work in the areas of threat and vulnerability management has been submitted for U.S. patents at both Symantec and former employers. He has been a featured speaker at a number of conferences, such as Interop, Black Hat, WebSec, ASIS, and many others. He is a contributing author in the books, *Special Ops: Host and Network Security for Microsoft, UNIX*; and *Oracle and Crimeware: Understanding New Attacks and Defenses*, published in April 2008.

### Alissa Cooper

Alissa Cooper is Chief Computer Scientist at the Center for Democracy and Technology (CDT), a non-profit, non-partisan public interest organi-

zation dedicated to developing and implementing public policies to protect and advance civil liberties and democratic values on the Internet. Ms. Cooper works on a range of issues, including consumer privacy, spyware, digital copyright, network neutrality, and CDT's identity project.

Ms. Cooper holds Bachelor's and Master's degrees in Computer Science from Stanford University. Her work at Stanford focused on computer security issues and their policy implications.

### David S. Diggs

David Diggs was named Executive Director of The Wireless Foundation in June 2000. The Wireless Foundation, a non-profit organization established by CTIA–The Wireless Association® in 1991, initiates and oversees philanthropic programs that apply wireless technology to help make America's communities safer.

Mr. Diggs previously served as Vice President, Global Marketing for CIBERNET Corporation, a former subsidiary of CTIA dealing in wireless roaming administration. Prior to joining CTIA, Mr. Diggs held marketing and operations positions with several wireless carriers. He serves on the National Advisory Board of the National Domestic Violence Hotline and the Board of Directors of the Family Online Safety Institute. He received his B.A. from Duke University and his M.B.A. from Loyola College.

### Susan Duarte

Susan Duarte is Counsel in the Legal Department of Sprint Nextel Corporation in Reston, Virginia, where she focuses on a wide range of consumer protection and financial practices matters. Prior to joining Sprint, Ms. Duarte was an associate at

Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., where she represented clients before state and federal agencies on public policy and telecommunications matters, with an emphasis on wireless consumer protection matters.

Ms. Duarte received her J.D. from Catholic University and her B.A. from Boston College.

### Jim Durrell

Jim Durrell is Director of Product Management for Greystripe, a company that operates the world's first in-game mobile advertising network and advertising-supported mobile game distribution platform. Mr. Durrell is responsible for the tactical execution of Greystripe's product strategy. He is also involved in the Mobile Marketing Alliance, where he represents Greystripe on the Advertising Standards and Metrics Committees.

Prior to joining Greystripe, Mr. Durrell was Senior Product Manager for Location-Based Services at TruePosition and accumulated more than ten years of experience in management, sales, and engineering with IBM and CoManage. He has also taught network management in the Masters of Telecommunications program at the University of Pittsburgh. He holds an M.B.A. and a B.S. in Computer Science from Pennsylvania State University and has completed graduate courses in Software Engineering at Carnegie Mellon University.

### Andrew Elliott

Andrew Elliott is Nokia's regional Director for Services and Software in North America. In that position, he helps drive Nokia's efforts to deliver innovative services and software, lead Nokia's transformation to an Internet company, and change the media and financial markets'

perspective of Nokia. The Services and Software Unit's portfolio of services creates opportunities for people to connect to each other and the things that matter to them.

Mr. Elliott joined Nokia in March 2003, in the games business unit, where he led business development efforts for new distribution channels and first- and third-party games software. Most recently, as leader of the Multimedia Experiences team for North America, he led Nokia's efforts to bring to market a range of productivity, games, imaging, navigation, music, and video content services that are optimized for highlighting the capabilities of Nokia Nseries multimedia computers. Prior to joining Nokia, Mr. Elliott spent 10 years at Microsoft Corporation and was involved in various sales and marketing roles to launch major networking, operating systems, productivity, and home and entertainment products across corporate, retail, and PC manufacturers' channels. Mr. Elliott earned a M.B.A. in International Management from the Monterey Institute of International Studies and a B.A. in East Asian Studies from Wittenberg University.

### Mary Engle

Mary Koelbel Engle is the Associate Director for the FTC's Division of Advertising Practices. The Division of Advertising Practices is responsible for regulating national advertising matters, including claims about Internet services, food, OTC drugs, dietary supplements, alcohol, and tobacco. The Division also enforces the Children's Online Privacy Protection Act (COPPA), a statute that regulates the online collection of personal information from children.

Ms. Engle joined the FTC as a staff attorney in 1990 and has served as Assistant to the Director

of the Bureau of Consumer Protection, Attorney Advisor to a Commissioner, and Assistant Director of the Divisions of Enforcement and Advertising Practices. Before joining the FTC, Ms. Engle practiced law with a firm in Washington, DC. She received her B.A. from Harvard University in 1983 and her J.D. from the University of Virginia in 1986.

### Eileen Espejo

Eileen Espejo is Senior Associate for the Children & the Media Program at Children Now, a national research and advocacy organization that seeks to ensure that children are the top public policy priority. She oversees the program's education and outreach efforts, most recently serving as conference director to "The Future of Children's Media: Advertising" conference held in Washington, DC. She is also the editor of *Media Now*, a newsletter for media industry leaders, advocates, and academics that covers an array of children's media issues, including digital television, educational and informational programming, and diversity of characters in programming. She speaks to numerous public health, nutrition, and child advocacy groups in California, working to reduce disparities in obesity and diabetes by improving food and physical activity environments for school-aged children.

Ms. Espejo previously was Director of Youth Governance at the Youth Leadership Institute and a Legislative Affairs Associate for the Corporation for National Service. She earned her B.S. in Applied Behavioral Sciences at the University of California, Davis and is also an alumna of the Coro Fellows Program in Public Affairs, Los Angeles.



## Benjamin Ezrick

Benjamin Ezrick is a Senior Strategist of Digital Innovation at Ogilvy, a global advertising agency. He is responsible for working with emerging technologies, such as gaming, mobile, and advanced television. He has been influential in defining interactive video advertising on television, mobile devices, and online. He managed the advertising industry's first television campaign that was implemented, tracked, and optimized over the Internet.

Mr. Ezrick's desire to digitize traditional media comes from his years of experience in online media planning. Prior to joining Ogilvy, he worked on grass roots marketing campaigns in support of Ben & Jerry's, Palm, and Polaroid. Mr. Ezrick holds a B.A. in International Relations from the University of Pennsylvania.

## Stacey Ferguson

Stacey Ferguson is a Staff Attorney in the FTC's Division of Advertising Practices, where her workload focuses primarily on advertising issues related to the Internet and high-tech goods and services, such as spyware and adware, peer-to-peer file sharing, and word-of-mouth marketing online. In 2006, she received the Janet D. Steiger award for her work as part of the FTC Spyware Team. She serves on the Federal-State Law Enforcement Spyware Task Force and as Co-Chair of the Diversity Council in the FTC's Bureau of Consumer Protection.

Prior to joining the FTC, Ms. Ferguson practiced law at Proskauer Rose LLP, where she worked in the areas of privacy and intellectual property law. She received her J.D. from the Howard University School of Law and her B.S. in Telecommunications from the University of Florida.

## Thomas C. Ford

Thomas Ford is Global Market Strategist for Consumer Products at Opera Software. In that role, he develops consumer marketing and communication strategies for Opera. Opera is a global provider of Web browsers and browser-driven solutions for PCs, mobile phones, game consoles, and other connected devices. Its fundamental missions are to minimize barriers to entry on the Web and ensure that the Web remains an open, accessible resource for all. Every Opera consumer product is available free to the public.

Before joining Opera three years ago, Mr. Ford spent the previous decade creating and leading marketing and communications programs for a variety of companies, both well-established and newly-emerging. In addition to serving the Web browser industry, Mr. Ford has supported companies focused on networking hardware, VoIP software, and network security.

## Alykhan Govani

Alykhan Govani is Head of the North America Business Development department at MX Telecom, a connectivity provider of SMS, MMS, location-based services, voice and 3G video. He is responsible for establishing and managing the company's strategic alliances, business development initiatives, and relationships with the wireless carriers. He has been working in the mobile industry since 2000.

Earlier in his career, Mr. Govani was Co-Founder and Chief Operating Officer of a multimedia content provider called Learntempo and was Senior Strategic Consultant for Shimo Investment Group, where he was a key factor in raising capital and securing several Fortune 500 accounts. He holds a B.A. in Technology and Management

from the University of California, Berkeley, and a M.S. in Strategic Communications from Columbia University.

### Susan Grant

Susan Grant is Director of Consumer Protection at the Consumer Federation of America (CFA), a nonprofit advocacy, research, education, and service organization headquartered in Washington, DC. Issues on which she is particularly focused include privacy, online safety and security, telemarketing, mobile commerce, e-commerce, consumer redress, and fraud.

Before joining the CFA, Ms. Grant served as Vice President for Public Policy at the National Consumers League, a CFA-member organization. Ms. Grant's experience also includes service as Executive Director of the National Association of Consumer Agency Administrators, a professional organization for the heads of local, state, and federal government consumer protection agencies. Ms. Grant began her consumer protection career in the Northwestern Massachusetts District Attorney's Office, where she worked for 17 years as an investigator and Director of the Consumer Protection Division.

### Lois C. Greisman

Lois Greisman heads the FTC's Division of Marketing Practices. Under Ms. Greisman's management, the Division of Marketing Practices directs strategies relating to enforcement of the CAN-SPAM Act and the Telemarketing Sales Rule (including the National Do Not Call Registry). The Division also leads the FTC's law enforcement initiatives regarding fraudulent investment opportunity schemes and Internet fraud.

Before joining the Division of Marketing Practices in January 2006, Ms. Greisman headed the FTC's Division of Planning and Information, where she managed the agency's Identity Theft Program, Consumer Response Center, and Internet Lab, and the Consumer Sentinel system. She also supervised implementation of the National Do Not Call Registry. Previously, Ms. Greisman served as Chief of Staff to FTC Chairman Timothy J. Muris. She also served as Attorney Advisor to Chairman Robert Pitofsky and Chairman Janet D. Steiger. Ms. Greisman joined the FTC in 1991 in the Division of Advertising Practices, after having worked as a litigator at Steptoe & Johnson. She received her Bachelor's degree *magna cum laude* from Brown University and her J.D. from George Washington University, where she was a member of the Order of the Coif and Law Review.

### Todd Haiken

Todd Haiken is Acting Manager of Public Policy for the National Parent Teacher Association (PTA). He is responsible for developing and representing the PTA's positions on legislation and regulation concerning issue areas such as children and the media, technology, and child safety. He advances the PTA's legislative and policy agenda before the Administration, Congress, and federal agencies; educates PTA membership about public policy issues and their status in the legislative, regulatory, and judicial processes; and advises the organization's executive leadership on activities and projects designed to move the PTA's mission forward.

Before joining the PTA, Mr. Haiken was a Jacob K. Javits Senate Fellow in the office of U.S. Senator Jeff Bingaman of New Mexico, where he worked on various education issues. Prior to that, he was the Director of Research for The

Princeton Review at its New York City headquarters. He holds a Master's in Public Administration with a concentration in education policy from the School of International and Public Administration at Columbia University and a B.A. concentrating in political science and legal theory from Hampshire College.

### Michael Hanley

Michael Hanley is an Assistant Professor of Advertising in the Department of Journalism at Ball State University. He has published book chapters and journal articles regarding mobile marketing issues, including college students' usage of mobile devices and acceptance of mobile advertisements. He serves as Co-Chair of the Mobile Marketing Association's (MMA's) Academic Outreach Committee and Co-Editor of MMA's *International Journal of Mobile Marketing*.

Professor Hanley holds a M.A. in Journalism from Ball State University and a B.A. in Visual Design from Purdue University.

### William Haselden

William Haselden is Assistant Attorney General and Section Chief of the Cyberfraud Section in the Office of the Attorney General of Florida, located in Tallahassee, Florida. In that position, he recently negotiated a settlement with AT&T that provides for changes to the online affiliate marketing model by which mobile content is sold to consumers across the nation. The Cyberfraud Section continues to seek compliance with applicable marketing law from other businesses in this online space.

Mr. Haselden is a trial attorney with both governmental and private practice experience. He is licensed to practice in both federal and Florida state courts.

### Mark W. Henderson

Mark W. Henderson is a Senior Analyst at General Dynamics Advanced Information Systems supporting the Analyst Cell within the U.S. Computer Emergency Readiness Team (US-CERT) at the U.S. Department of Homeland Security's National Cyber Security Division for the last three years. He holds the CISSP and the GCIA security certifications. He is a member of St. Louis InfraGard chapter and is a member of GFIRST. He has spoken on a variety of topics at various local, national, and international conferences. He was a panelist on the Wireless Security Forum at the U.S. Department of Commerce in 2005 and spoke on Mobile Computing and Encryption at the SEC's Security Awareness Day in 2007. He received his M.S. in Engineering Management from George Washington University.

### Elizabeth (Lisa) Hone

Lisa Hone is an Assistant Director in the FTC's Division of Marketing Practices, where she helps manage the Division's law enforcement and policy work aimed at identifying and stopping unfair and deceptive marketing schemes. Prior to becoming an Assistant Director, Ms. Hone spent the bulk of her time at the FTC as a staff attorney in the Division of Marketing Practices. As a staff attorney, she litigated a wide variety of consumer protection cases, including cases involving cramming of unauthorized charges on consumers' phone bills, pyramid schemes, and business opportunity scams. She has also worked on a variety of policy matters at the FTC involving the convergence of communications, information, and entertainment services, and is a member of the FTC's Internet Access Task Force.

Prior to joining the FTC, Ms. Hone was an associate at the law firm of Davis Polk & Wardwell in New York.



### Laurie Itkin

Laurie Itkin serves as Director of Government Affairs for Cricket Communications and its parent company, Leap Wireless. Cricket offers flat-rate, unlimited wireless service plans to customers in 23 states. At Cricket, Ms. Itkin is responsible for federal, state, and local government relations and oversees the development of the company's public policy positions on a wide range of issues. She also manages outside regulatory counsel and consultants and leads government mandate compliance efforts for the company.

Prior to joining Cricket, Ms. Itkin managed government affairs in multiple states for Sprint. She also served as Telecommunications Policy Advisor for the Governor of Oregon and as a policy specialist for the National Conference of State Legislatures. She received her B.S. from the Wharton School at the University of Pennsylvania.

### Wayne J. Keeley

Wayne Keeley is the Director of the Children's Advertising Review Unit of the Council of Better Business Bureaus (CARU). Mr. Keeley joined CARU from the National Advertising Division of the Council of Better Business Bureaus (NAD), where he served as the Assistant Director for Development. Before joining NAD in 2000, Mr. Keeley served as general counsel for two independent video and film-production studios.

Mr. Keeley is an award-winning producer of public service announcements (PSAs) aimed at young people, addressing such issues as self-esteem, child safety, and drug use. He most recently worked with Olympia Dukakis to produce a PSA on Duchennes muscular dystrophy for the

Parent Project Muscular Dystrophy organization. Mr. Keeley is a graduate of Fordham College, St. John's School of Law, and New York University.

### Gene Keenan

Gene Keenan is Vice President of Mobile Services for Isobar Global. As part of the Aegis Media Group, Isobar Global provides strategy development, application development, creative, and media planning and buying services for a wide variety of global advertising clients. Mr. Keenan manages clients' mobile strategies.

Mr. Keenan co-chairs the Mobile Marketing Association's (MMA's) Metrics Committee and guided the first marketing effectiveness study on behalf of the MMA.

### Brian Knapp

Brian Knapp is Chief Privacy Officer and Vice President of Corporate Affairs of Loopt, Inc. He oversees the company's data privacy and security matters, regulatory and policy efforts, corporate development, and legal affairs. He serves on the Board of Directors of the Family Online Safety Institute and participates on the Advisory Committee to Cyber Safe California by the California Office of Privacy Protection.

Mr. Knapp brings to Loopt almost 15 years of experience in business development, privacy, intellectual property, and legal affairs. He was previously an associate at Wilson Sonsini Goodrich & Rosati with a focus on data privacy, Digital Millennium Copyright Act, and intellectual property technology transactions. Prior to law school, he held senior positions in business development and marketing with such companies as Dun & Bradstreet, BarnesandNoble.com, and AllBusiness.com.

## Riitta Kokko-Herrala

Riitta Kokko-Herrala is an attorney and head of unit with the Finnish Consumer Agency and Ombudsman, where she specializes in telecommunications services and mobile commerce. Ms. Kokko-Herrala, who has been with the agency for more than ten years, is tasked with safeguarding and strengthening the economic, health, and legal welfare of Finnish consumers, as well as implementing consumer policy. In addition to supervising marketing to consumers and general contracting terms, Ms. Kokko-Herrala participates in working groups responsible for drafting new legislation or regulations influencing consumers. She also monitors compliance with legislation concerning the protection of consumer rights.

Ms. Kokko-Herrala holds a Master of Laws from the University of Helsinki and a Master's degree from the Helsinki School of Economics.

## Jon Leibowitz

Jon Leibowitz was sworn in on September 3, 2004 as a Commissioner of the Federal Trade Commission. In joining the Commission, Commissioner Leibowitz resumed a long career of public service. He was the Democratic chief counsel and staff director for the U.S. Senate Antitrust Subcommittee from 1997 to 2000, where he focused on competition policy and telecommunications matters. He served as chief counsel and staff director for the Senate Subcommittee on Terrorism and Technology from 1995 to 1996 and the Senate Subcommittee on Juvenile Justice from 1991 to 1994. In addition, he served as chief counsel to Senator Herb Kohl from 1989 to 2000. He worked for Senator Paul Simon from 1986 to 1987.

In the private sector, Commissioner Leibowitz served most recently as vice president for congressional affairs for the Motion Picture Association of America – from 2000 to 2004 – and worked as an attorney in private practice in Washington DC from 1984 to 1986. A Phi Beta Kappa graduate of the University of Wisconsin with a B.A. in American History (1980), Commissioner Leibowitz graduated from the New York University School of Law in 1984. He is a member of the District of Columbia Bar, and has co-authored amicus briefs before the U.S. Supreme Court on issues ranging from gun control to the census.

## Hairong Li

Hairong Li is an Associate Professor of Advertising and the Director of China Programs for the College of Communication Arts and Sciences at Michigan State University. Professor Li teaches undergraduate and graduate courses, including a summer study abroad course entitled “Advertising in Asia.” His research has explored a wide variety of issues, including mobile advertising, online consumer behavior, and the effects of interactive messages. He has published articles in more than a dozen academic journals. He is also the Editor of the *Journal of Interactive Advertising* and a reviewer for several major journals. He has been interviewed and quoted on interactive advertising and e-commerce issues in *The New York Times*, *The Washington Post*, and other news publications.

Professor Li holds a Ph.D. in Mass Media/Advertising from Michigan State University and Master's and Bachelor's degrees from Renmin University in China. In addition, Dr. Li was a Fulbright Scholar at Nanyang Technological University in Singapore.

## Tim Lordan

Tim Lordan is the 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. Under his leadership, the IEF assists the Congressional Internet Caucus Advisory Committee in educating Congress about the Internet and related policy issues. Mr. Lordan also runs GetNetWise.org, an educational site that was launched as a parental empowerment resource and has evolved to address many cyber security and safety issues.

Mr. Lordan's prior employment affiliations include: Internet Alliance (Deputy Policy Counsel), Edelman Public Relations Worldwide, AT&T's Law and Government Affairs Department, and WGBH Educational Foundation. Mr. Lordan is a graduate of Suffolk University Law School.

## Gareth Maclachlan

Gareth Maclachlan is Chief Operating Officer and Co-Founder of AdaptiveMobile, a content filtering and security software provider headquartered in Dublin, Ireland. Mr. Maclachlan has significant experience in corporate and government data security initiatives. His background includes working with the United Kingdom (U.K.) Home Office, the U.K. National Criminal Intelligence Service, Interpol, and other U.K. and European security bodies to assess and respond to emerging Internet-related threats. His experience also includes service as a Principal Consultant for PricewaterhouseCoopers' U.K. e-business practice and as Wireless Investment Director for global venture capital firm ETF Group.

Mr. Maclachlan speaks frequently at industry events and comments regularly in the press regarding data security issues. He has served on the boards for mobile marketing companies and was involved in a joint venture on mobile entertainment.

## Peder Magee

Peder Magee is a Senior Attorney in the FTC's Division of Privacy and Identity Protection. He works on a variety of policy and litigation matters, including online behavioral marketing, data security legislation, and telephone records "pretexting" cases. He also serves on the FTC's Privacy Steering Committee.

From 1999-2004, Mr. Magee served as Attorney Advisor to FTC Commissioner Mozelle Thompson during which time he worked on consumer protection and competition matters. He also worked as Attorney Advisor to Commissioner Jon Leibowitz from 2004-2005. He joined the FTC in 1996 in the Division of Advertising Practices, where he was a member of the R.J. Reynolds "Joe Camel" litigation team. Prior to joining the FTC, he was an associate with Arent Fox in Washington, DC. He received his J.D. from George Washington University and his B.A. from the University of Wisconsin.

## Fran Maier

Fran Maier is Executive Director and President of TRUSTe, an independent, nonprofit organization dedicated to enabling individuals and organizations to establish trusting relationships based on respect for personal identity and information in the evolving networked world. Under Maier's leadership TRUSTe has launched trust services for businesses, including the Trusted Download Program, which is a list of downloadable software

applications that TRUSTe has certified as providing user control and informed consumer choice.

Ms. Maier has substantial experience regarding best practices for online marketing. She was a Co-Founder of Match.com, Vice President of Marketing for Women.com, and Vice President of Marketing for Kmart's BlueLight.com subsidiary. She has testified before the U.S. House of Representatives' Subcommittee on Commerce, Trade, and Consumer Protection and speaks regularly on the issues of privacy, security, and trust. She holds a B.A. and M.B.A. from Stanford University.

### Phyllis Hurwitz Marcus

Phyllis Marcus is a Senior Attorney in the FTC's Division of Advertising Practices, where she focuses on children's advertising issues. She is primarily responsible for enforcing the FTC's Children's Online Privacy Protection Rule. Ms. Marcus also serves on the FTC's Alcohol Team, for which she currently is conducting a study of the marketing and advertising of beverage alcohol products in the U.S. Ms. Marcus has worked at the FTC since 1998, during which time she has also served as a Legal Advisor to the Director of the Bureau of Consumer Protection, and as an attorney in the Division of Enforcement.

Prior to joining the FTC, Ms. Marcus was the Legal Director of The Appleseed Foundation, and was a litigation associate at Crowell & Moring LLP. From 1993 to 1994, she served as a law clerk to the Honorable John C. Eldridge of the Maryland Court of Appeals. Ms. Marcus is a 1993 *cum laude* graduate of the University of Michigan Law School, and a 1990 *magna cum laude* graduate of the University of Pennsylvania.

### Laura Marriott

Laura Marriott is President of the Mobile Marketing Association (MMA), a nonprofit global trade organization designed to facilitate the growth of mobile marketing, establish guidelines and best practices, and educate and evangelize on the use of the mobile channel. Ms. Marriott guides all MMA initiatives and communications for the MMA's more than 500 members, which represent all aspects of the mobile media ecosystem.

Ms. Marriott previously served as Director of Marketing for Intrado and as Director of Business Development at Cyneta Networks and Cell-Loc Inc. Ms. Marriott graduated from the University of Alberta.

### Jeff McIntyre

Jeff McIntyre is a Senior Legislative and Federal Affairs Officer at the American Psychological Association. His portfolio of issues includes media and technology (including television ratings, the Internet, and childhood obesity); juvenile justice; crime and violence; and lesbian, gay, bisexual, and transgender issues.

Mr. McIntyre co-chairs the Children's Media Policy Coalition, a national coalition of public health, child advocacy, and education groups. He has also served as an advisor to the FCC's V-Chip Task Force and a member of the Oversight Monitoring Board for the television ratings system.

### Patrick McQuown

Patrick McQuown is Vice President of Media for SinglePoint, a mobile messaging and marketing company located in Bellevue, Washington. As



Vice President, Mr. McQuown secures and leads client engagements for broadcasters including NBC, ABC, and MTV. Mr. McQuown also serves as a graduate professor in the Communication, Culture and Technology department at Georgetown University.

Before he joined SinglePoint, Mr. McQuown was President and Co-Founder of Proteus, a mobile media company that provided design, technology, and strategic services to clients such as Fox Sports, ABC Television, NASCAR, Sony, and BMW. Proteus was also the first company in the world to create an application that enabled users to send SMS messages from websites to handsets and the first U.S. company to develop and demonstrate a WAP site. Mr. McQuown has appeared in numerous publications and on CNBC and has spoken at conferences sponsored by organizations such as CTIA–The Wireless Association® and the National Association of Broadcasters.

### Rich Miner

Rich Miner is General Manager of Mobile Platforms for Google Inc., where he is helping to build the Android platform. He joined Google through the acquisition of Android, a mobile software platforms company he co-founded.

Mr. Miner has been developing innovative communications and interface-intensive applications for over 20 years. He has had a variety of high-profile technology development roles during that time. Prior to starting Android, he was Vice President of Advanced Services at Orange, where he headed the group's R&D activities in North America. He joined Orange through the acquisition of Wildfire, a developer of a voice-based personal assistant product and a company that Mr. Miner co-founded. Mr. Miner's positions

at Wildfire included CTO and MD for Europe. Mr. Miner received his doctorate in Computer Science from the University of Massachusetts at Lowell, where he was also Co-Director of the Interactive Media Group.

### Evan Neufeld

Evan Neufeld is Vice President and Senior Analyst at M:Metrics, a company that measures mobile behavior and consumption throughout the world. Prior to joining M:Metrics, Mr. Neufeld was a Principal at Storyline Development, an independent consultancy that helps companies develop and market products and services involving digital media and consumer interactivity. Earlier, he was Vice President of Industry Analysis at NPDTechworld, where he focused on developing advisory services to analyze technological convergence and its impact on key consumer and business sectors for clients like AOL, Sony, and Hewlett-Packard. From 1996-2002, Mr. Neufeld worked at Jupiter Research, where he was a Senior Vice President of Global Research and a founding analyst of the digital advertising research practice.

Mr. Neufeld serves on the advisory board for the ad:tech digital marketing forum and participates in industry associations such as the Mobile Marketing Association and Interactive Advertising Bureau. He has appeared on CNBC, Wall Street Week, and ABC News, and has been quoted in publications such as *The New York Times*, *Business Week*, *The Wall Street Journal*, *Ad Age*, *Media Week*, and *CNET*.

### Dorrian Porter

Dorrian Porter is the Chief Executive Officer (CEO) and Founder of Mozes, Inc., a company

that provides an on-demand mobile marketing platform that connects users to bands, artists, brands, organizations, and retailers. He is an entrepreneur who co-founded and served as CEO of on-demand software company HigherMarkets, Inc. He also worked for several years with the company that acquired HigherMarkets, during which time he helped to grow the combined company's business and shape its product offerings.

Earlier in his career, Mr. Porter practiced law at Wilson Sonsini Goodrich & Rosati in Palo Alto, California and at McCarthy Tetrault in Canada. He also served as an analyst at Harrowston, Inc. (now TD Capital) and worked at the Canadian Parliament and Prime Minister's Office. He received a law degree and M.B.A. from the University of Toronto and a Bachelor's degree from the University of Ottawa.

### [Rick Quaresima](#)

Rick Quaresima is an Assistant Director in the FTC's Division of Advertising Practices, where he works primarily on Internet advertising issues. Mr. Quaresima has been with the FTC's Bureau of Consumer Protection since 1990 and has prosecuted a wide array of civil fraud cases as a staff attorney, and criminal fraud cases as a Special Assistant U.S. Attorney in the Eastern District of Tennessee. He has also served as legal advisor to FTC Bureau Directors Jodie Bernstein and Howard Beales, and as the Chief of the FTC's Criminal Liaison Unit.

### [James Bradford Ramsay](#)

Brad Ramsay is General Counsel for the National Association of Regulatory Utility Commissioners (NARUC), which is composed of the agencies of fifty states and several U.S. Territories that oversee telecommunications. During his 17 years

at NARUC, Mr. Ramsay has represented the association's interests before the Administration, the FCC, FTC, National Telecommunications and Information Administration, Department of Justice, Office of the U.S. Trade Representative, other agencies, in the courts, and in discussions with the European Community and industry associations. He is staff to the FCC Separations and Universal Service Federal-State Joint Boards, the Section 706 Federal-State Joint Conference, and the FCC's Network Reliability FACA. Mr. Ramsay also has testified before Congress and State legislatures. He participated briefly in one round of U.S.-Japan Trade talks on telecommunications issues. He is also NARUC's designee to the International Telecommunications Union.

### [Mary Beth Richards](#)

Mary Beth Richards is a Deputy Director in the FTC's Bureau of Consumer Protection. She has held that position since she joined the FTC in November 2006. Before joining the FTC, over a 23-year period, Ms. Richards held a number of positions at the FCC, including Deputy Chief of the Consumer and Governmental Affairs Bureau, Deputy Chief of the Enforcement Bureau, and Special Counsel to the Chairman.

Ms. Richards earned a B.A. from the Virginia Polytechnic Institute and State University and a J.D. from the Columbus School of Law at the Catholic University of America.

### [Larry Rudolph](#)

Larry Rudolph is serving as a Senior Staff Engineer at VMware, Inc., in Cambridge, Massachusetts, while he is on leave from his position as a Principal Research Scientist at the Massachusetts Institute of Technology (MIT). During his career, Professor Rudolph's research

has focused mostly on issues relating to high performance, parallel supercomputers. His research recently has expanded to address the general area of low-performance, pervasive mobile computing and the particular area of cell phone programming. Professor Rudolph has authored over 100 academic papers, and he holds four patents.

Prior to joining the MIT faculty in 1995, Mr. Rudolph served on the faculties of Carnegie Mellon University and Hebrew University in Israel. Professor Rudolph received his Ph.D. in Parallel Processing from New York University and completed his postdoc at the University of Toronto.

### Leigh Schachter

Leigh Schachter is Senior Litigation Counsel with Verizon Wireless. He is responsible for Verizon Wireless's litigation efforts to protect customer privacy, which have resulted in a number of permanent injunctions against wireless spammers and telemarketers.

Mr. Schachter was previously an associate with the law firm of Debevoise & Plimpton in New York. He received his J.D. from Yale Law School and a B.A. in Economics from Yeshiva University.

### Robert G. Schoshinski

Robert Schoshinski is a Staff Attorney in the FTC's Division of Marketing Practices. While at the FTC, he has been lead counsel on a wide variety of cases, including cases involving Internet and telemarketing fraud, and cramming of unauthorized charges onto consumers' phone bills. He is also a member of the FTC's Internet Access Task Force, where his work has focused on identifying consumer protection issues in the broadband industry.

Prior to joining the FTC in 2001, Mr. Schoshinski was a supervising attorney and adjunct professor in the DC. Law Students in Court litigation clinic and a litigation associate in private practice. He received his J.D. from the Georgetown University Law Center and his B.A. from the University of Notre Dame.

### Gary Schwartz

Gary Schwartz is the Founder and Co-Chair of the Mobile Advertising Committee for the Interactive Advertising Bureau for both Canada and the United States. He is the President and Chief Executive Officer of Impact Mobile, a company that provides managed and self-service marketing platforms to carriers, agencies, and brands. He has more than 25 years of experience in telecommunications, mobile, and information technology issues. He ran the first cross-carrier short code campaign in North America. He founded the Canadian Wireless Telecommunications Association's Mobile Content Committee to establish and promote the adoption of industry standards and policies.

Mr. Schwartz is an honors graduate of Columbia University and the Stanford University Center in Tokyo. He has received the Macromedia People Choice Award and the Dodge Foundation award for innovation.

### Steve Smith

Steve Smith is a media columnist who writes regularly on mobile marketing and digital media issues. He is the *Mobile Insider* columnist for Mediapost Communications, which is the publisher of *Media* and *OMMA (Online Media, Marketing, and Advertising)* trade magazines. His work at Mediapost also includes service as the chair, programmer, and host for two ongoing

conference series: OMMA Mobile, which focuses on mobile marketing, and OMMA Behavioral, which focuses on digital ad targeting. In addition, Mr. Smith is the Digital Media Editor for the *Media Industry Newsletter* and the editor of the weekly *Digital Media Report*, both from Access Intelligence. During his 12 years of covering digital media, he has also written for *Electronic Gaming Business* and *Laptop Magazine*.

Mr. Smith previously taught media culture and studies at the University of Virginia. He received a Ph.D. in American Civilization from Brown University.

### James Trilling

Jim Trilling is a Staff Attorney in the FTC's Division of Advertising Practices, where he works primarily on Internet and dietary supplement advertising issues. Before joining the FTC, he practiced law with a firm in Washington, DC, and served as a law clerk for Judge David F. Hamilton in the United States District Court for the Southern District of Indiana. He received his B.A. in Political Science and Economics, *summa cum laude*, from Indiana University and his J.D., *cum laude*, from Harvard Law School, where he was an editor of the *Harvard Law Review*.

### Marci Troutman

Marci Troutman is the Founder of Siteminis, Inc., a company that offers mobile-optimized websites and mobile marketing solutions to clients' already established websites. She is also the Founder of Shudan Design Group, Inc., the parent of Siteminis, and a specialist in website

design and development, Internet marketing and strategy, and e-commerce solutions. Prior to launching Shudan Design Group, Ms. Troutman was affiliated with The Home Depot, where she was part of the project team that designed, developed, and launched the Homedepot.com and Expo.com websites. Ms. Troutman studied at the University of Louisville.

### Philip Tumminio

Philip Tumminio is a Staff Attorney in the FTC's Division of Marketing Practices. Mr. Tumminio's workload includes a wide array of matters ranging from business opportunity and high-tech frauds to emerging consumer protection issues relating to mobile and convergent devices. Prior to joining the FTC, Mr. Tumminio practiced law in the U.S. Air Force Judge Advocate General's Corps., where he served as lead counsel on numerous criminal cases and advised base command on a myriad of criminal, civil, and administrative matters. Mr. Tumminio graduated with Honors from the George Washington University Law School.

### Ruth Yodaiken

Ruth Yodaiken is a Staff Attorney in the FTC's Division of Marketing Practices. Ms. Yodaiken's work focuses on the intersection of communications and consumer protection law. Since joining the staff of the FTC, she has worked in the areas of spam, pre-paid calling cards, pay-per-call, and mobile. Prior to joining the FTC, Ms. Yodaiken was an attorney at the FCC, where she held a wide variety of responsibilities in the Wireline Competition and Consumer and Governmental Affairs Bureaus. While at the FCC, Ms. Yodaiken served as lead attorney on the wireless spam rulemaking.