

BIOS



Michael Altschul

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

Mr. Altschul joined CTIA in 1990 after serving with the Antitrust Division of the U.S. Department of Justice. Prior to that, he began his legal career as an attorney specializing in antitrust litigation with Simpson Thacher & Bartlett in New York City. During a ten year stint at the Justice Department, Mr. Altschul worked exclusively on communications matters, including the Modification of Final Judgment and the GTE decree, as well as related FCC filings and telecommunications industry mergers and acquisitions.

Matt Blumberg

Matt Blumberg is the Founder and Chief Executive Officer of Return Path. Prior to founding Return Path, Mr. Blumberg was General Manager of the Internet division of MovieFone, Inc. until the company's acquisition by AOL, and he had previously worked in venture capital and management consulting. He is the founding chairman of the Direct Marketing Association's (DMA) Interactive Marketing Advisory Board and has held various positions with the DMA since 2000. Mr. Blumberg is also the author of a blog on entrepreneurship and online marketing (<http://onlyonce.blogs.com>) and co-author of Sign Me Up!: a marketer's guide to creating email newsletters that build relationships and boost sales.

Return Path works with marketers to build relationships with their customers. It acquires new customers with targeted email list rental and a lead generation network, and then makes sure that all email relationships are sustained by ensuring email deliverability and list quality.

Ben Butler

As the Director of Network Abuse for GoDaddy.com for the past 6 years, Ben Butler has spearheaded GoDaddy's zero tolerance spam policy. In this capacity he has become an expert in dealing with all forms of network abuse. This includes spam, phishing, hacking, copyright violation, child exploitation issues, and the network security problems that often accompany such abuses. Mr. Butler comes from a strong technical background including several years as a network and email administrator at a Fortune 500 company. He also has extensive experience in customer service and satisfaction, coupled with experience in both business management and marketing.

GoDaddy.com is the world's largest Domain Registrar with more than 20 million names under management. They are also one of the largest and fastest growing shared hosting providers, and the 2nd largest provider of SSL certificates.

Des Cahill

Des Cahill is the Chief Executive Officer of Habeas, Inc. Habeas is an email Reputation Services Provider that offers solutions for legitimate senders to monitor and manage their email reputation to ensure maximum deliverability. Mr. Cahill is responsible for all operations of the company and is an industry advocate on the topics of email best practices, deliverability, authentication and reputation.

Habeas sender reputation services include managing reputation information, and Habeas SafeList, an Internet whitelist. Habeas also enables enterprises and ISPs to process their inbound email and make delivery decisions via its Reputation Network. This network is comprised of sender reputation information collected from over four million receiving systems in over 190 countries.

Jerry Cerasale

Jerry Cerasale, Senior Vice President of Government Affairs for the Direct Marketing Association (DMA), is in charge of DMA's contact with federal and state governments. He has worked previously in the House of Representatives, the Federal Trade Commission, the Postal Rate Commission and the U.S. Postal Service. He was a member of the Federal Trade Commission's Federal Advisory Committee on Access and Security.

The DMA is a trade organization representing over 3,500 company members that market directly to consumers and business or that are suppliers of those that do. DMA has established a set of ethical guidelines which all members must follow.

Dave Champine

Dave Champine is the Senior Director of Product Marketing at Cloudmark, Inc., a provider of carrier-grade message security. He has more than 17 years experience designing, developing and maintaining secure messaging systems and software with a highly technical background, including IT operations, hosted services and systems management software. Prior to Cloudmark, Mr. Champine was product director for messaging solutions at Quest Software. He also founded a videogame hosting company and was director of architecture at Critical Path.

Cloudmark offers real-time spam, virus and phishing protection for fixed and mobile networks. Cloudmark checks more than 3.5 billion bad messages each day and its

solutions protect more than 180 million mailboxes and more than 80 of the world's largest service provider and mobile operator networks. Cloudmark solutions combine Advanced Message Fingerprinting(tm) technology based on innovative algorithms and a Global Threat Network consisting of trusted reporters in 163 countries to provide security intelligence and filtering at all points in the messaging infrastructure.

Scott Chasin

Scott Chasin is Chief Technology Officer for MX Logic. Mr. Chasin has spent the past decade watching the spam battles and develops technology solutions to address the problem of spam, worms and spyware. Through his work as MX Logic's CTO, Mr. Chasin has developed products like the award winning MX Logic Email Defense Service to help businesses successfully protect their networks from these vulnerabilities and threats.

MX Logic is a provider of managed email and web security services. Their award winning services reduce risk and liability, lower overall IT costs, and increase productivity. MX Logic services are available through their industry partner network.

Sana Coleman Chriss

Sana Coleman Chriss is Spam Coordinator in the FTC's Division of Marketing Practices, where she is responsible for various matters concerning spam, phishing, and consumer protection. During the past year, she served as Attorney Advisor to FTC Chairman Deborah Platt Majoras. In 2004, she co-organized the FTC/NIST Email Authentication Summit, and, in 2005, she received the Paul Rand Dixon award for her work in the areas of CAN-SPAM and email authentication. Prior to joining the Commission, Ms. Chriss was an associate with the law firm of Arent Fox PLLC, where she specialized in telecommunications and intellectual property law. Ms. Chriss received her law degree from Georgetown University Law Center and her undergraduate degree from Duke University.

Gregory Crabb

Gregory Crabb, United States Postal Inspector for the United States Postal Inspection Service, is the Cyber Crime Program Manager for the Postal Inspection Service's Global Investigations Division. The primary focus of his work is Eastern European and Nigerian organized crime. He has worked with law enforcement throughout the world to conduct investigations into complex computer hacking, credit card fraud, intellectual property and re-shipping schemes. The evolution of these schemes has bred advancements in spam, phishing, pharming, remote access Trojans, and other malicious conduct.

The mission of the U.S. Postal Inspection Service is to protect the U.S. Postal Service, its employees and its customers from criminal attack, and protect the nation's mail system from criminal misuse.

Sheryl L. Drexler

Sheryl L. Drexler is an Investigator with the FTC's Division of Marketing Practices. Her work over the last seven years at the Commission has focused on technology issues, including spyware, spam, and Internet investigations. Ms. Drexler served as the lead investigator in *FTC v. ERG Ventures, LLC, et al.* and *FTC v. Enternet Media, et al.*, two recent spyware actions brought by the Commission. Ms. Drexler also helped coordinate the 2003 FTC Spam Forum and was co-organizer of, and a moderator at, the 2005 FTC/NIST Email Authentication Summit. Ms. Drexler has trained law enforcement officials worldwide on Internet fundamentals, using evidence capture software, and Internet searching techniques. In 2003, she conducted a session on Internet Investigations at the International Consumer Protection and Enforcement Network's (ICPEN) Best Practices in International Investigations Conference in Helsinki, Finland, and conducted the same training again in 2005 in Seoul, Korea. She is a recipient of a 2004 FTC Bureau of Consumer Protection Director's Award for her work in the spam arena. Ms. Drexler graduated with honors from American University.

Jim Fenton

Jim Fenton is a Distinguished Engineer in Cisco's Technology Center. Mr. Fenton is a co-author of the specification for DomainKeys Identified Mail (DKIM), an IETF standards-track protocol (RFC 4871) for placement of cryptographic signatures in email messages to counter fraud, and the threat analysis for DKIM (RFC 4686). A 12-year veteran of Cisco (NASDAQ: CSCO), he has previously been involved in router-based security, access servers, and voice and fax gateway development. Information about Cisco can be found at www.cisco.com.

Gene Fishel

Gene Fishel currently serves as Assistant Attorney General and Chief of the Computer Crime Section in the Office of Virginia Attorney General Bob McDonnell. In this capacity he directs prosecution of child exploitation cases, computer fraud cases, and identity theft cases in both state and federal court. In 2004, Mr. Fishel prosecuted the nation's first felony spam trial in Loudoun County, VA. He received his law degree from Wake Forest University and his Bachelor of Arts in International Affairs from James Madison University.

The Virginia Attorney General's Office is tasked with prosecuting selected cases statewide, handling all state criminal appeals and representing the agencies and people of Virginia in civil matters.

Jeffrey Fox

Jeffrey Fox is Technology Editor at *Consumer Reports* where he directs print and online coverage of computer-related products and issues, including spam, spyware, viruses, phishing, and online privacy. He has previously been a panelist at the following FTC workshops: TechAde (2006), Consumer Information Security (2002) and Consumer Privacy (1997). Previously, Mr. Fox was co-founder and president of Fox & Geller, Inc., a

software publisher. He holds an MS degree in Journalism from Columbia University, an MS in Information Science from Harvard University, and a Bachelor of Engineering from State University of New York (SUNY) at Stony Brook.

Consumer Reports and ConsumerReports.org are published by Consumers Union, an independent nonprofit organization whose mission is to work for a fair, just, and safe marketplace for all consumers and to empower consumers to protect themselves. Consumers Union accepts no outside advertising, no free test samples, and has no agenda other than the interests of consumers. Consumers Union supports itself through the sale of information products and services, individual contributions, and a few noncommercial grants.

Susannah Fox

Susannah Fox is an Associate Director at the Pew Internet & American Life Project, a research organization funded by the Pew Charitable Trusts to examine the social impact of the Internet. She is the former editor of the website for *U.S. News & World Report*. She has also worked as a researcher for RealNetworks and for The Harwood Group. Ms. Fox graduated from Wesleyan University with a degree in anthropology.

Richard Gingras

Richard Gingras, Chairman, CEO & CoFounder of Goodmail Systems, is an entrepreneur with over 25 years experience in networking technology and content businesses. He ran the online service efforts at @Home (which later became Excite@Home), including the broadband and narrowband portal divisions, and served as SVP and General Manager of the company's consumer-focused product division, Excite Studios. Recently he has guided new ventures including Audio Mill (merged into Real Networks), web applications platform provider Laszlo Systems, custom book publisher MyPublisher, and

broadband applications platform developer Sugar Media (merged into 2Wire). In the early 90's Mr. Gingras led the development of the eWorld online service at Apple Computer.

Goodmail Systems offers a CertifiedEmail service designed to protect consumers from email-borne fraud and restore trust and reliability to email. CertifiedEmail imprints messages with cryptographically secure tokens that vouchsafe email authenticity and legitimacy. Available only to senders meeting their standards for email practices and low complaint rates, CertifiedEmail messages are presented to users with a unique blue-ribbon icon, providing a measure of security against phishing. CertifiedEmail is supported by leading mailbox providers and a wide network of industry leading email platforms.

Thomas X. Grasso, Jr.

Thomas X. Grasso, Jr. is a Supervisory Special Agent at the Federal Bureau of Investigation (FBI). Mr. Grasso began working with computers as a network administrator for a subsidiary of Westinghouse Corporation. In 1998, Mr. Grasso received an appointment to the position of Special Agent with the FBI. Mr. Grasso has served on the FBI Chicago Regional Computer Crime Squad, the Pittsburgh High Technology Crimes Task Force, and as the FBI Liaison to the Computer Emergency Response Team Coordination Center (CERT/CC) at Carnegie Mellon University. At present, Mr. Grasso is continuing the work he started in 2003 to develop the National Cyber-Forensics and Training Alliance (NCFITA), a joint partnership between law enforcement, academia, and industry.

Lois C. Greisman

Lois C. Greisman heads the Division of Marketing Practices in the FTC's Bureau of Consumer Protection. Under Ms. Greisman's management, Marketing Practices directs strategies relating to spam, and leads enforcement

of the CAN-SPAM Act. Marketing Practices also leads the FTC's law enforcement initiatives tackling telemarketing fraud (including Do Not Call enforcement), fraudulent investment opportunity schemes, and Internet fraud.

Before joining Marketing Practices in January 2006, Ms. Greisman headed the Division of Planning and Information, where she managed the FTC's Identity Theft Program, the Consumer Sentinel system, the agency's Consumer Response Center and its Internet Lab. 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 received her law degree from George Washington University, where she was a member of the Order of the Coif and Law Review.

Jens W.L. Hinrichsen

Jens W.L. Hinrichsen is the Product Marketing Manager in the Consumer Solutions Business Unit at RSA, the Security Division of EMC. He is responsible for the RSA FraudAction anti-phishing and anti-fraud service, a key part of the portfolio of products and services designed to bolster security and confidence in the online channel by protecting organizations, their brands, and their customers against fraud and the latest online threats. Prior to joining RSA, acquired by EMC Corporation in 2006, Mr. Hinrichsen worked for nine years in a variety of marketing and business development roles at Eastman Kodak. He holds a Bachelor of Arts from St. Olaf College and an MBA in Marketing from the University of Wisconsin.

RSA is a provider of security solutions and is a security partner of more than 90 percent of the Fortune 500. In September 2006, after over 20 years providing leadership to the security industry, RSA Security joined forces with EMC Corporation and Network Intelligence to form the Security Division of EMC.

Lawrence Hodapp

Lawrence Hodapp is a litigation attorney in the Division of Marketing Practices, in the FTC's Bureau of Consumer Protection in Washington, D.C. He has served as lead counsel on numerous FTC cases challenging fraud and deception on consumers, including actions against STP and Quaker State-Slick 50 for their automotive additive claims, and the case of *FTC v Verity International, Ltd.*, which upheld the FTC's jurisdiction over Internet access billed as telephone service. Most recently, he brought the FTC's first cases to enforce the Adult Labeling Rule and CAN-SPAM's prohibition on the use of hijacked computers to disseminate spam. In 1996, he received a John Marshall award from the Department of Justice for criminal prosecution of telemarketing fraud directed at the elderly. In 1997, Mr. Hodapp received the Louis D. Brandeis award, given to the FTC's outstanding litigator. He received his Juris Doctorate with Honors from the University of Illinois College of Law in 1974.

J. Trevor Hughes

J. Trevor Hughes is an attorney specializing in e-commerce, privacy and technology law. Mr. Hughes serves as the Executive Director of the Email Sender & Provider Coalition (ESPC). The ESPC has emerged as a voice for legitimate emailers and has taken an active role in promoting sensible legislation, technology and best practices. Mr. Hughes has provided testimony before the U.S. Congress Commerce Committee, the Senate Commerce Committee, the FTC, and the European Union Parliament on issues of privacy, spam and privacy sensitive technologies and has lectured on privacy and ecommerce

law at Boston College Law School, the University of Maine School of Law and Northeastern University. He has been featured on National Public Radio's "Morning Edition," the PBS "Nightly Business Report," and in the *Wall Street Journal*, *New York Times*, *USA Today*, *National Journal*, *Washington Post*, *Boston Globe*, and *Business Week*.

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.

ESPC is a cooperative group of industry leaders working to create solutions to the continued proliferation of spam and the emerging problem of deliverability. ESPC's membership provides volume mail delivery services to an estimated 250,000 clients.

Brian Huseman

Brian Huseman serves as FTC Chief of Staff, a position he has held since May 2006. Mr. Huseman joined the FTC in 2001 as a staff attorney in the Bureau of Consumer Protection, where he litigated Internet fraud cases and served as the FTC's "spam czar." In that capacity, Mr. Huseman worked on legislative and policy issues concerning spam, spoke to numerous media organizations, and served as organizer of the 2003 FTC Spam Forum. He became an Attorney Advisor for former Chairman Timothy J. Muris in 2004, and has served with Chairman Majoras since the beginning of her term. Huseman was formerly an attorney in the U.S. Department of Justice, Criminal Division.

John Ingold

As Director of Security and Risk Assessment at BITS, John Ingold currently leads BITS' email security and encryption/key management efforts. BITS is the technology policy division of The Financial Services Roundtable. His other experience at BITS encompasses a broad range

of information management and security, consumer notification and communication, and critical infrastructure continuity issues. Mr. Ingold earned his law degree from the George Washington University Law School.

BITS addresses emerging issues where financial services, technology, and commerce intersect. The Financial Services Roundtable is a membership organization comprised of 100 of the largest financial institutions in the U.S.A.

Andrew J. Klein

Andrew J. Klein, of SonicWALL, Inc., is an invited industry speaker on the technical and business aspects of the tricks and trends in email security. He has more than 20 years of software development and product management experience with small and larger enterprises and the government. Mr. Klein was instrumental in developing a "Phishing IQ Test" which has been taken by nearly one million people around the world and continues to provide valuable insights into consumer interaction with phishing email. His recent speaking and web cast engagements include ISSA, SANS, InfoSecurity NY, the Security Leadership Conference Series, RSA, ITEC, the MIT Spam Conference, NPR (Justice Talking) and the Commonwealth Club in San Francisco.

Founded in 1991, SonicWALL, Inc. designs, develops, and manufactures network security, secure remote access, web and email security, continuous data protection, and policy and management solutions. Offering appliance-based products as well as subscription services, SonicWall's solutions provide enterprise-class Internet and data protection.

Aaron Kornblum

As a Senior Attorney on Microsoft's Internet Safety Enforcement Team, Aaron Kornblum leads the company's global enforcement initiatives focused on spam,

phishing, and cybersquatting. He works closely with industry and corporate partners as well as government enforcement agencies to protect consumers from unwanted spam and to stop online fraud. Prior to joining Microsoft, Mr. Kornblum served on active duty as an Air Force Judge Advocate (“JAG”) Corps prosecutor and trial defense counsel in courts-martial cases at U.S. and overseas bases. He graduated from Princeton University with a degree in politics, earned his Juris Doctorate at the University of Wisconsin School of Law, and is admitted to practice before the U.S. Supreme Court, all federal, state and bankruptcy courts in Washington State, and the U.S. Courts of Appeals for the Ninth Circuit and Armed Forces.

Founded in 1975, Microsoft offers software and services. Microsoft is committed to a coordinated strategy including investments innovative technologies, industry collaboration, user education, effective legislation, and targeted enforcement.

Heinan Landa

Heinan Landa founded Optimal Networks more than 15 years ago to deliver technological and business expertise in the computer network support services arena to small- and mid-sized organizations in the Washington, D.C. community. During this time, he and Optimal Networks have helped more than 250 clients reduce network downtime, improve system performance and ensure their technology meets their organization’s needs. Mr. Landa has become actively involved in the local community in order to keep executives informed about how computer networks impact businesses. He has delivered presentations to many professional organizations and written about critical technology and business issues for national and local media.

Optimal Networks, Inc. provides comprehensive computer and network support services to small- and mid-sized businesses (SMBs). For a fixed monthly fee, clients receive an all-you-can-eat managed services model of IT Outsourcing.

Martha K. Landesberg

Martha K. Landesberg is Director of Policy and Counsel for TRUSTe. Prior to joining TRUSTe in 2003, Ms. Landesberg was Of Counsel to the law firm of Dorsey and Whitney LLP, where she advised multi-national clients on U.S. and international data protection issues. She was a Senior Attorney in the FTC’s Division of Financial Practices for six years, co-leader of the Commission’s 1998 and 2000 surveys of commercial websites’ information practices and a member of the staff team that drafted the Children’s Online Privacy Protection Rule. Ms. Landesberg holds a Bachelor of Arts from Yale University, a Master’s Degree in Education from Stanford University, and a Juris Doctorate from the University of Cincinnati College of Law.

TRUSTe is an independent, nonprofit organization with the mission of advancing privacy and trust for a networked world. Through its Web Privacy, Email Privacy, Children’s Privacy and EU Safe Harbor seal programs, and most recently the Trusted Download Program certifying downloadable consumer software, TRUSTe promotes industry best practices, including privacy policy disclosures, informed user consent, and consumer education.

Rick Lane

Rick Lane currently serves as Vice President of Government Affairs for News Corporation where he is responsible for coordinating the development and implementation of the Corporation’s public policy activities. Before joining News Corporation, Mr. Lane was the Director of eCommerce and Internet Technology for the U.S. Chamber of Commerce. He has served in leadership positions on a variety of federal, state, local commissions and committees, including his participation as a member of the U.S. Trade Representative’s Joint Government-Private Sector Committee on Experts on Electronic Commerce (Joint E-Commerce Committee). He also served on the FTC’s Advisory Committee on Online Access and Secu-

riety. At the local level, Mr. Lane served as chairman of the Montgomery County Cable & Communications Advisory Committee (CCAC), working to develop the County's cable and communications policy.

News Corporation is one of the world's largest media companies with diversified global operations in the United States, Canada, continental Europe, the United Kingdom, Australia, Latin America and the Pacific Basin. Its operations include the production and distribution of motion pictures and television programming; television, satellite and cable broadcasting; the publication of newspapers, magazines and books; the production and distribution of promotional and advertising products and services; the development of digital broadcasting; the development of conditional access and subscriber management systems; and the creation and distribution of popular online web sites and programming. MySpace is a social networking web site operated by the News Corporation's media company, Fox Interactive Media Inc.

Dave Lewis

Dave Lewis is Vice President of Market and Product Strategy at StrongMail Systems, a provider of email delivery and management technologies. An active email industry spokesperson and thought leader, Mr. Lewis writes and speaks frequently on topics that affect the efficacy and security of the email medium. Mr. Lewis also helps facilitate positive change through engagement in numerous industry groups. He serves on the steering committee of the Email Sender & Provider Coalition (ESPC) and co-chairs its working group on reputation systems and ISP relations. He is also a charter member of the Email Measurement Accuracy Coalition (EMAC) and actively engaged with the Email Experience Council (eec) and the DMA's Email Marketing Council.

StrongMail works with companies to develop email into a core corporate competence. StrongMail's email platform provides tools to maximize email marketing programs and ensure the reliability of all customer communications.

Miles Libbey

Miles Libbey is a Senior Product Manager at Yahoo! Inc., where he has led the Yahoo! Mail anti-spam initiatives since 2001. Mr. Libbey is one of the co-authors of DomainKeys Identified Mail, an email authentication technology recently approved by the Internet Engineering Task Force for as a proposed Internet Standard. Mr. Libbey also has been responsible for the effectiveness of Yahoo!'s SpamGuard filtering technology as well as the development and implementation of the company's anti-spam and anti-abuse features.

Launched in October 1997, Yahoo! Mail is the world's largest web mail service and is available in 21 languages. Yahoo! Mail is fully integrated with Yahoo!'s many other services. Yahoo! Mail has recently received the Best of Web award from *PC World*, and was awarded Editors' Choice by both *PC Magazine* and CNET.

Brendon Lynch

As director of privacy strategy in Microsoft Corp.'s Trustworthy Computing Group, Brendon Lynch works to advance Microsoft's internal privacy practices and is responsible for Microsoft's strategies to deliver valuable privacy solutions to customers. Before joining Microsoft, Mr. Lynch was the director of privacy and risk solutions at Watchfire Corp., a provider of online risk and compliance software solutions. Before entering the software industry, Mr. Lynch spent nine years, including six years in Europe, with PricewaterhouseCoopers, where he provided consulting services to Global 1000 companies in relation to compliance and risk management. Mr. Lynch is a regular speaker at international privacy conferences and serves on the certification board of the International Association of Privacy Professionals (IAPP). He holds a business management degree in information systems from the University of Waikato in his home country of New Zealand, and is a Certified Information Privacy Professional (CIPP).

Chairman Deborah Platt Majoras

Deborah Platt Majoras was sworn in as Chairman of the FTC on August 16, 2004. In May 2006, she was appointed by President George W. Bush to be Co-Chair of his Identity Theft Task Force. From April 2001 through 2003, Chairman Majoras served first as Deputy Assistant Attorney General, then as Principal Deputy, of the U.S. Department of Justice's Antitrust Division. Prior to her government service, Chairman Majoras was a partner in Jones Day's antitrust section.

Deborah Platt Majoras is the recipient of the International Association of Privacy Professionals' 2007 Privacy Leadership Award and RSA's 2007 Award for Excellence in the Field of Public Policy. *SC Magazine* named her one of the Top Five Influential IT Security Thinkers in 2006, and *Washingtonian* listed her among the "100 Most Powerful Women in Washington."

Chairman Majoras graduated *summa cum laude* from Westminster College, where she now serves on the Board of Trustees. In 1989, she received her Juris Doctorate from the University of Virginia, where she was awarded the Order of the Coif and served as an editor of UVA's Law Review.

John Mathew

John Mathew manages the Production Operations teams at Epsilon which includes deliverability, campaign services, support and training teams. Mr. Mathew has been involved in both technology and policy aspects of deliverability improvements since 2000. His goal is to facilitate the development and adoption of email standards that will drastically improve efficiencies for this critical marketing channel.

Epsilon is a provider of multi-channel, data-driven marketing technologies and services. Epsilon offers a combination of client-centric marketing solutions. The organization's end-to-end suite of integrated services includes strategic consulting, creative, data, database and

loyalty technology, analytics, email and direct marketing distribution services to produce multi-channel marketing programs.

J. Keith Mularski

J. Keith Mularski is assigned to the FBI's Cyber Division and is detailed to the National Cyber-Forensics and Training Alliance (NCFTA) in Pittsburgh, Pennsylvania. While detailed to the NCFTA, Mr. Mularski successfully works with private Industry Subject Matter Experts on a number of joint Cyber-Crime initiatives such as the Digital Phishnet and Slam Spam projects. The NCFTA is a joint partnership between law enforcement, academia, and industry which seeks to maximize overlapping public/private resource synergies creating a dynamic cyber-nerve-center for tactical and proactive responses to Cyber-Crime.

Michael O'Reirdan

Mike O'Reirdan is a Distinguished Engineer in National Engineering & Technical Operations, at Comcast Corporation. He has over 16 years of experience in the Internet Service Provider business and with public facing messaging platforms. Mr. O'Reirdan joined Comcast in 2003 as Vice President, Messaging and Portal, where his varied career includes working on diverse technological matters such as provisioning, mail platforms, identity platforms and anti-abuse technology. As a Comcast Distinguished Engineer, Mr. O'Reirdan is now responsible for the anti-spam architecture and technology to be deployed on the new Comcast "Smart Zone" Communication center. He is very active in industry groups, having served on executive advisory boards for several major computer vendors, and he is currently serving as Vice Chairman of the Messaging Anti-Abuse Working Group (MAAWG).

Comcast Corporation is a provider of cable, entertainment and communications products and services. With 24.2 million cable customers, 12.1 million high-speed

Internet customers, and 3.0 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Patrick Peterson

Patrick Peterson has been active in spam, other messaging abuse issues and combating online crime since he joined IronPort Systems as employee number six in January, 2001. In the last 6 years he has been on the cutting edge in understanding criminal techniques and developing the technologies to combat them. SenderBase, an email reputation service, and Bonded Sender, the first email accreditation, are two inventions which have significantly impacted email. IronPort is currently protecting over 370 million mailboxes worldwide.

IronPort Systems is an email and web security products provider for organizations ranging from small businesses to the Global 2000. IronPort provides products for managing and protecting their mission-critical networks from Internet threats. Cisco Systems announced in January, 2007 their intention to acquire IronPort Systems. IronPort Systems was founded in 2000 by pioneers in Internet messaging and with technical staff from companies such as Hotmail, Egroups, ListBot, and Yahoo!, it aims to revolutionize Internet messaging.

Jon L. Praed, Esq.

For the past decade, Jon L. Praed has been at the forefront of the Internet community's legal battle against online fraud. Representing corporate victims, Mr. Praed has tracked, identified and sued hundreds of online fraudsters. Along the way, he has recovered millions of dollars for his clients, and has helped shape the law governing online fraud. His legal victories include *Verizon Online v. Ralsky* (E.D. Va. 2002), an oft-cited decision that established spammers can be sued wherever their spam causes substantial injury, and *AOL v. Cyber Enter-*

tainment Network (E.D. Va. 2001) in which the Court refused to dismiss AOL's negligent hiring and retention claim asserted against an adult website company, ruling that companies that negligently hire spammers as affiliates to advertise their products/services can be held liable under common law for spam-related injuries. Mr. Praed is a frequent speaker within the eCrime law enforcement community, and is an active member in a number of anti-fraud organizations including the Program Committee for the Conference on Email and Spam, the U.S. Chamber of Commerce's Coalition Against Counterfeiting & Piracy, InfraGard, and the Washington Metro Electronic Crimes Task Force. Jon is a graduate of Yale Law School, and is admitted to practice law in Washington, D.C., Virginia, Indiana and California (inactive).

Internet Law Group is a boutique law firm, based in Northern Virginia, that specializes in tracking, identifying, and stopping the human sources of online fraud, including spam, phishing and other Internet-based economic crimes. Its client base includes corporate victims of online fraud (including drug manufacturers, financial institutions, and online retailers), ISPs, ESPs and Internet security firms. Internet Law Group also operates Report Phish, a website consumers can use to submit phishing samples for research and investigation.

Suresh Ramasubramanian

Suresh Ramasubramanian heads all anti-spam operations at Outblaze Limited. Mr. Ramasubramanian is coordinator of APCAUCE (the Asia Pacific wing of the Coalition Against Unsolicited Commercial Email), and the author of papers on spam for the OECD Anti-Spam Task Force and for UNDP/APDIP.

Outblaze is one of the world's largest providers of white label hosted messaging and anti-spam solutions, currently delivering services to over 40,000,000 active users across 400,000 domains in 22 languages. The Company's primary focus is the provision and operation of email services and related solutions.

Scott Richter

Scott Richter, Chief Executive Officer of Media Breakaway, LLC, is a lifelong entrepreneur, who founded his first online marketing company in 2001. Since then, he and his team have grown the business into an industry diversified organization with over fifty employees and revenues exceeding \$100 million. Mr. Richter's vision continues to shape the ever-evolving nature of Media Breakaway that will guide the company in new directions at the edge of the Internet industry. Media Breakaway offers online direct marketing solutions to advertisers and publishers.

Margot Koschier Romary

As AOL's first anti-spam employee, Margot Romary has been helping guide AOL's efforts to prevent email abuse since 1997. Ms. Romary currently manages a number of functions within AOL's anti-spam operations department including spam investigations, analysis, and the development and deployment of spamfighting technologies. Ms. Romary holds a bachelors degree from Cornell University, and a master's degree in Technology Management from the University of Virginia.

AOL is a global web services company with a substantial and growing worldwide audience, a suite of web brands including AOL.com, AIM, MapQuest, and Moviefone, and one of the largest and fastest-growing advertising networks in the United States.

Christopher Rouland

As Chief Technology Officer and IBM Distinguished Engineer, Christopher Rouland is responsible for guiding the company's overall technology strategy with a commitment to developing products and services that preemptively protect organizations from cyber threats. Prior to his appointment as CTO, Mr. Rouland served as the Vice President of X-Force Research and Development, which

maintains the industry's most comprehensive online knowledge base for rapid dissemination of information on thousands of threats and supports the U.S. Department of Homeland Security with daily "state of cybersecurity" briefings. Widely regarded as a security industry luminary, Mr. Rouland is credited with the discovery and naming of the Slammer worm and recently initiated a White House press conference to alert global media to the secondary damaging impacts of the Code Red worm. He is a frequent spokesperson on cybersecurity issues for national media outlets such as CNN, Fox News and the Associated Press, and is a sought-after speaker at security and government conferences.

Since 1994, IBM Internet Security Systems is the security advisor to thousands of the world's businesses and governments, providing preemptive protection for networks, desktops and servers. IBM Proventia® integrated security platform is designed to automatically protect against both known and unknown threats to keep networks up and running and shield customers from online attacks before impacting business. IBM Internet Security Systems products and services are based on its X-Force® research and development team.

Dan Salsburg

Dan Salsburg, an Assistant Director in the FTC's Division of Marketing Practices, helps manage the FTC's anti-spam program. Prior to becoming Assistant Director, Mr. Salsburg helped draft the Commission's Report to Congress on a possible National Do Not Email Registry, served as an advisor to the Director of the Bureau of Consumer Protection, and was the lead counsel on a number of FTC enforcement actions. Mr. Salsburg came to the FTC in 1991, after receiving his Juris Doctor degree from the University of Pennsylvania Law School. From 1996 until 2000, Mr. Salsburg served as a trial attorney with the Commodity Futures Trading Commission, before returning to the FTC.

Phyllis A. Schneck, Ph.D.

As Vice President of Research Integration at Secure Computing Corp. and Chairman of the Board of Directors of the InfraGard National Members Alliance, Phyllis Schneck is a distinguished expert and leader in cyber security and infrastructure protection in technology and policy. Her passion is to protect the electronic systems that run global infrastructure and bridge the knowledge base in government and the private sector. Dr. Schneck was named as one of the Top 25 Women Leaders in *Information Security*.

Secure Computing, a provider of enterprise gateway security, offers solutions that help customers protect their critical web, email and network assets. Over half the Fortune 50 and Fortune 500 are part of the company's more than 20,000 global customers in 106 countries, supported by a worldwide network of more than 2,300 partners. The company is headquartered in San Jose, Calif., and has offices worldwide. For more information, see www.securecomputing.com.

Robert Shaw

Robert Shaw is Head of the ICT Applications and Cybersecurity Division in the Policies and Strategies Department in the International Telecommunication Union's (ITU) Telecommunication Development Sector. Mr. Shaw began his career at the ITU over 20 years ago. During this period he has represented ITU in numerous national, regional and global conferences and activities. He has a Masters in Telecommunications from the Technical University of Delft, The Netherlands.

The ITU is an intergovernmental treaty organization with 191 Member States based in Geneva, Switzerland, responsible for the global development of telecommunication networks and services worldwide.

Linda Sherry

Linda Sherry, Consumer Action's chief spokesperson, joined the San Francisco-based national consumer education and advocacy organization in 1994 from a background as a newspaper reporter. Ms. Sherry moved to Washington, D.C., in August 2004 to establish an office for Consumer Action. She is responsible for the organization's national advocacy work and for the research and writing of Consumer Action's free educational publications and website content. Consumer Action (www.consumer-action.org), founded in 1971, provides free and multilingual consumer education on personal finance, telecommunications and privacy issues.

Craig Spiezle

As Director of Online Safety Strategies and Technologies at Microsoft, Craig Spiezle is responsible for managing Microsoft's Internet safety efforts including anti-spam and anti-phishing technologies. In this role, Mr. Spiezle oversees the company's involvement with industry working groups, industry partners and governmental agencies, sharing best practices, standards and collaboration. He is on the Board of Directors of MAAWG, Steering Committee of APWG (Anti-Phishing Working Group), DMA Interactive Marketing Council and the Executive Director of Authentication and Online Trust Alliance (AOTA). Starting with Microsoft in 1992, Mr. Spiezle has held various managerial positions including international market development, digital diversity, OEM and product support, where he led product launches, business development and technology partnerships. Mr. Spiezle holds a Bachelor of Science in Photographic Sciences from Rochester Institute of Technology, and an MBA from Seattle University.

Mona Sedky Spivack

Mona Sedky Spivack is a trial attorney with the Computer Crime and Intellectual Property Section at the U.S. Department of Justice (DOJ) in Washington, D.C., where she prosecutes a variety of computer crimes, including matters involving corporate hacking and espionage, botnet malware installation, illegal spamming, and online identity theft. Prior to joining DOJ, she was a staff attorney, Assistant Director, and Assistant to the Bureau Director with the FTC's Bureau of Consumer Protection. She litigated numerous high-tech cases, including matters involving spyware installation, cyber extortion via co-opting operating system vulnerabilities, fraudulent marketing of online business opportunities, and fraudulent spamming operations. She graduated from Georgetown University Law Center and holds a bachelor's degree in Economics from Stanford University.

The U.S. Department of Justice's Computer Crime and Intellectual Property Section (CCIPS) is responsible for implementing the Department's national strategies in combating computer and intellectual property crimes worldwide. The Computer Crime Initiative is a program designed to combat electronic penetrations, data thefts, and cyberattacks on critical information systems. CCIPS prevents, investigates, and prosecutes computer crimes by working with other government agencies, the private sector, academic institutions, and foreign counterparts. Section attorneys work to improve the domestic and international infrastructure – legal, technological, and operational – to pursue network criminals.

Hugh Stevenson

Hugh Stevenson is the FTC's Deputy Director for International Consumer Protection. He has served on U.S. delegations for various international organizations, and currently heads the U.S. delegation to the Committee on Consumer Policy at the Organisation for Economic Cooperation and Development (OECD). He also has

moderated various conferences on international issues, including jurisdiction, judgment recognition, alternative dispute resolution, and spam. He served on the OECD spam task force, and helped launch the "London Action Plan" on spam enforcement. Mr. Stevenson led FTC work on the recently passed U.S. SAFE WEB Act on international enforcement cooperation, and has led the negotiation of enforcement cooperation arrangements with counterpart agencies on both spam and consumer protection. He has made presentations to congressional committees, and to various international organizations and other audiences on five continents. As the FTC's Associate Director for Planning & Information, he earlier led the establishment of the FTC's Consumer Response Center; the FTC's identity theft program; and the Consumer Sentinel complaint system, now accessible to more than 1,000 U.S. and foreign enforcement partner agencies. He also has litigated for the FTC, for state government, and in private practice. He is a graduate of the Harvard Law School, researched and taught there as a Kramer Fellow in 2005-06, and is an adjunct professor at Georgetown University Law Center.

Charles E. Stiles

Recognizing the need for industry-wide cooperation as the most effective approach to reducing spam and online abuse, Charles E. Stiles is Chairman of the Messaging Anti-Abuse Working Group (MAAWG) and has served on the organization's Board of Directors for the last three years. His efforts focus on improving collaboration throughout the worldwide online community. Mr. Stiles brings an extensive understanding of the depth of this problem to MAAWG. Having joined AOL in 1996, he is currently AOL Postmaster and manages the day-to-day operations of the company's extensive Anti-Spam Technologies group, which processes three billion messages each day and assists mailers with identifying and resolving complex delivery issues. MAAWG represents almost one billion mailboxes with its members concentrating on collaborative action within the industry to address

various forms of messaging abuse such as spam, phishing, viruses, denial-of-service attacks, zombies and other forms of abuse.

With over 100 members forming a broad base of Internet Service Providers, network operators, key technology providers and senders, MAAWG works to address messaging abuse by focusing on technology, industry collaboration and public policy initiatives.

Joe St Sauver, Ph.D.

Joe St Sauver serves as manager for Internet2 Security Programs and is also a senior technical advisor to MAAWG. He routinely presents on cyber security and abuse-related issues at national and international events, with recent topics including the value of public health approaches to dealing with spam zombies, CALEA, DNS-SEC, real-time emergency notification, route injection and a variety of other timely topics.

Internet2 is a not-for-profit advanced networking consortium comprising more than 200 U.S. universities in cooperation with 70 leading corporations, 45 government agencies, laboratories and other institutions of higher learning as well as over 50 international partner organizations. Internet2 members use its network infrastructure and worldwide partnerships to support and enhance their educational and research missions. The University of Oregon is a public research university located in the scenic Willamette Valley, with just over 20,000 students, and programs in the arts and sciences, business, law, art, architecture, education, journalism, education, and music and dance.

Alastair Tempest

Alastair Tempest was appointed Director General of the Federation of European Direct and Interactive Marketing (FEDMA) in September 1999, having been Director General of the Federation of European Direct and Inter-

active Marketing (FEDIM) from February 1992, and of the European Advertising Tripartite since 1989. From 1992-94, Mr. Tempest was Director European Affairs, Readers' Digest, and from 1980 to 1989 he was also Director of External Affairs for the European Association of Advertising Agencies. He has a Masters degree in European Economic Studies from the College of Europe, Bruges. He has made his career in European public affairs strategy and policy of commercial communications.

Created in 1997, FEDMA is a voice of the direct and interactive marketing sector at the European level. Its national members are direct marketing associations representing users, service providers and media/carriers of direct marketing. FEDMA also has over 200 direct company members. Its aims are to protect, promote and inform about direct and interactive marketing with members, governments, media, business and consumers.

Phillip Tumminio

Phillip Tumminio is a litigation attorney in the Division of Marketing Practices in the FTC's Bureau of Consumer Protection. 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 an attorney in the Division of Marketing Practices in the FTC's Bureau of Consumer Protection. In addition to working on spam-related issues, Ms. Yodaiken has done work in the areas of mobile commerce and pay-per-call services. Prior to joining the FTC, Ms.

Yodaiken was an attorney at the Federal Communications Commission, where she held a wide variety of responsibilities in the Wireline Competition and Consumer & Governmental Affairs Bureaus. While at the FCC, Ms. Yodaiken served as lead attorney on the wireless spam rulemaking.

Mike Zaneis

Mike Zaneis is the Vice President of Public Policy for the Interactive Advertising Bureau (IAB). Mr. Zaneis joined IAB in January of 2007 and runs their Washington D.C. office. Prior to joining IAB, he 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 telecommunications, data security, intellectual property, counterfeiting, piracy, online and consumer privacy, and e-commerce. Mr. Zaneis has worked in politics for the past 12 years in Washington, D.C. and Michigan. He received his bachelors degree from Michigan State University and both his Juris Doctorate and Masters in Public Policy from Georgetown University.

Founded in 1996, the IAB represents more than 300 interactive companies that are actively engaged in, and support the sale of, interactive advertising. IAB members include Yahoo!, AOL, MSN, Google, Forbes.com, New York Times Digital, and CNET Networks. Its members are responsible for selling more than 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices, fields interactive effectiveness research, and educates the advertising industry regarding the use of interactive advertising.

