



Federal Communications Commission

FCC PUBLIC FORUM

**Helping Consumers Navigate
Location-Based Services**

June 28, 2011

Panelist/Speaker Biographies

OVERVIEW OF LOCATION BASED SERVICES AND TECHNOLOGIES

Matt Blaze

Matt Blaze directs the Distributed Systems Laboratory at the University of Pennsylvania. Before joining the Penn faculty in 2004, he was a member of the research staff at AT&T Laboratories (formerly AT&T Bell Labs) in New Jersey. His research focuses on security, privacy, cryptography, and surveillance in computing and communications systems.

PANEL 1

Alan Chapell

Chapell began his career at a boutique direct marketing agency in Stamford, Connecticut in the early 1990's; generating business with several top tier advertisers as their director of sales and marketing. After several years at the agency, Chapell moved to New York and to Jupiter Research, an Internet research firm focusing on the consumer Internet economy. During his 4-1/2 years at Jupiter, Chapell directed Jupiter's marketing, sales and compliance operations while also attending Fordham University School of Law.

After his tenure at Jupiter, Chapell helped productize DoubleClick's research product suite. He focused on DoubleClick's Advertising Effectiveness products, which measured the brand impact of online advertising. Chapell later worked with email marketing firms Yesmail, a division of infoUSA and Cheetahmail, now a division of Experian, where he worked as an evangelist of email marketing, and helped clients with issues of privacy and deliverability.

Chapell founded Chapell & Associates in October of 2003. Since then, his firm has helped over 50 media and technology companies craft their privacy and data strategy. Chapell & Associates has also been instrumental in the development of emerging best practice standards for interactive marketing and media – including several projects developing and evaluating compliance programs in the affiliate marketing and behavioral industries.

Chapell is widely recognized as a thought leader on interactive ecosystems, affiliate marketing, behavioral targeting, mobile, privacy and interactive media. He is on the board of the Network Advertising Initiative, Chairman of the NYC chapter of the IAPP, Chairman of the Mobile Marketing Association's (MMA) Privacy and Preferences Committee, and a member of the MMA's Consumer Best Practices Committee.

Chapell is a popular columnist, and his work appears regularly in iMedia Connection, the DMNews, and the International Association of Privacy Professionals' The Privacy Advisor. Chapell is also an oft-requested speaker at industry events such as the iMedia Summits, Adtech, MMA events, Search Engine Strategies, Digiday Mobile, the DMA, Gartner events, Mediapost OMMA events and IAPP Conferences.

Chapell graduated from the University of Connecticut and Fordham University School of Law, and is a member of the New York bar. He is a senior research fellow on the Ponemon Institute's Responsible Information Management Council, and is a Certified Information Privacy Professional. Mr. Chapell was recently appointed by the U.S. Trustees office to serve as privacy ombudsman in the Chrysler, General Motors, St. Vincents and Eddie Bauer bankruptcy proceedings.

Kristi D. Crum

Kristi Crum is the Executive Director of Consumer Solutions for Verizon Wireless. In this capacity, Kristi is responsible for the strategy, positioning and development of Verizon Wireless' portfolio of data products including the award-winning VZ Navigator, VCAST Music, VCAST Video, Backup Assistant, messaging and more. She also focuses on other location-based services, application programming interfaces (APIs), and other integrated communications solutions. Kristi has held various roles with Verizon Wireless and its predecessor companies. Prior to her current position, she led the consumer multimedia content product line, and launched Celltop, an innovative user interface that garnered a Best in Show award from CTIA and a BREW People's Choice Award from Qualcomm. Kristi earned a bachelor's degree from Hendrix College and is currently based in New Jersey.

Alan Davidson

Alan Davidson is the director of public policy for Google in the Americas. Alan opened Google's Washington, D.C. office in 2005, and now leads the company's public policy and government relations efforts in North and South America. He has written and spoken widely on Internet policy issues including privacy, free speech, encryption, network neutrality and copyright online.

Prior to joining Google, Alan was associate director of the Center for Democracy and Technology, a public interest group promoting Internet civil liberties. He has been an adjunct professor at Georgetown University's program in Communications, Culture and Technology, and in 2004 was a visiting scholar with MIT's Science, Technology, and Society Program.

Like many Googlers, Alan started professional life as a computer scientist. He worked as a senior consultant at Booz-Allen & Hamilton, where he helped design information systems for NASA's Space Station Freedom. Alan has a bachelor's degree in mathematics and computer science and a master's degree in technology and policy from MIT, and a J.D. from Yale Law School.

Carter Griffin

Carter Griffin is located in the Reston, Virginia office and joined the firm in early 2005. Prior to joining Udata Partners, Carter co-founded Brivo Systems in 1999 and served as Chairman and CEO until selling the company to a unit of Duchossois Enterprises Group in December 2004. Brivo Systems pioneered the software-as-a-service model in the physical security market by introducing the first-ever on-demand system for facility access control. Before starting Brivo Systems, Carter spent four years as a Senior Vice President at Kaiser Associates, where he advised Fortune 500 clients on competitive positioning and new-market entry strategies. Earlier in his career, Carter worked in London for the Coca-Cola Company and held positions at American Management Systems and Arthur Andersen. Carter has twice Co-Chaired the Mid-Atlantic Venture Association Capital Connection conference. He holds a B.S. in Business Administration from the University of North Carolina at Chapel Hill and an M.B.A. in Finance and Marketing from the J.L. Kellogg Graduate School of Management at Northwestern University.

Tim Sparapani

Tim Sparapani is the director of public policy at Facebook. Tim is responsible for developing and implementing the company's interaction with the federal, state and local governments and with opinion and policy makers. Tim's specialty is privacy and constitutional law. Prior to joining Facebook, Tim was senior legislative counsel at the American Civil Liberties Union, where he helped advance the constitutional principle of the right to privacy, representing the ACLU before Congress, the Executive Branch and before the media. For the more than four years preceding his time at the ACLU, Tim served as an associate at the law firm of Dickstein Shapiro where he helped clients navigate interconnecting constitutional, statutory, political and policy challenges. Tim holds a bachelor's degree from Georgetown University and a J.D. from the law school at the University of Michigan.

Brandt Squires

Brandt is a visionary sales executive with an extensive record of developing and scaling out venture backed tech start-ups. His experience includes key roles in business creation, guidance and management through capital raising, product launch and sale to a strategic buyer. In his most recent role, he established the company as a top player in the social buying space, resulting in \$44 million in venture funding in less than five months. Since then, the company has raised a total of \$632 million. Leading all sales strategy through building a national local sales teams - he launched over 50 markets in under 7 months. Rapidly scaled operations and support organizations to sell, implement and service thousands of monthly deals.

Jon Steinback

Jon Steinback leads marketing and communications at foursquare. Prior to that, Jon was head of product at Associated Content, which sold to Yahoo! in 2010. He began his tech odyssey at Google, where he held a variety of roles in the product marketing and policy organizations, covering both the US and Europe.

PANEL 2

Justin Brookman

Justin Brookman is the Director for CDT's Project on Consumer Privacy. Prior to joining CDT in January 2010, Mr. Brookman was Chief of the Internet Bureau of the New York Attorney General's office. Under his leadership, the Internet Bureau was one of the most active and aggressive law enforcement groups working on internet issues, and Mr. Brookman brought several groundbreaking cases to protect the rights of online consumers. He brought the first regulatory actions against spyware and adware companies, as well as against the advertisers who funded those companies. He also brought several privacy cases against companies who misused or misappropriated consumers' personal information, including the first enforcement of Gramm-Leach-Bliley's restrictions on the use of consumer financial data. In 2009, Mr. Brookman brought the first case against a company for "astroturfing" --- or seeding internet message boards and blogs with fake positive reviews. He ...

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adware companies, as well as against the advertisers who funded those companies. He also brought several privacy cases against companies who misused or misappropriated consumers' personal information, including the first enforcement of Gramm-Leach-Bliley's restrictions on the use of consumer financial data. In 2009, Mr. Brookman brought the first case against a company for "astroturfing" --- or seeding internet message boards and blogs with fake positive reviews. He also brought important actions to preserve free speech online and to preserve network neutrality.

Mr. Brookman previously worked as a litigation associate for six years at Fried, Frank, Harris, Shriver & Jacobson LLP in both its New York and Washington offices. He received his J.D. from the New York University School of Law in 1998 and his B.A. in Government and Foreign Affairs from the University of Virginia in 1995.

Maureen Cooney

Maureen Cooney leads Sprint's Office of Privacy team. Maureen joined Sprint in August 2010. She has more than a decade of privacy leadership as an attorney and policymaker in Washington, D.C. Ms. Cooney is recognized for public and private sector privacy roles in consumer protection, e-commerce, financial services, national security and telecommunication services.

Prior to joining Sprint, Maureen served as chief privacy officer and vice president for public policy for TRUSTe. She provided privacy advice as a consultant with The Federal Group and practiced law with the firm of Hunton & Williams, where she served as a senior policy advisor for global privacy strategies with the Centre for Information Policy Leadership.

During her government career, Ms. Cooney led the Privacy Office at the Department of Homeland Security. She also served as the first chief freedom of information act officer and as senior advisor for international privacy policy at DHS. Ms. Cooney served in strategic counsel positions within the Bureau of Consumer Protection at the Federal Trade Commission and at bureaus of the Treasury Department (OTS/OCC).

Maureen Cooney is a Certified Information Privacy Practitioner and a member of the International Association of Privacy Professionals. She is a member of the District of Columbia and Nebraska Bar. Maureen received her A.B. from Georgetown University and her J.D. from the Georgetown University Law Center.

Lorrie Faith Cranor

Lorrie Faith Cranor is an Associate Professor of Computer Science and of Engineering and Public Policy at Carnegie Mellon University where she is director of the CyLab Usable Privacy and Security Laboratory (CUPS). She is also a co-founder of Wombat Security Technologies, Inc. She has authored over 100 research papers on online privacy, usable security, phishing, spam, electronic voting, anonymous publishing, and other topics. She has played a key role in building the usable privacy and security research community, having co-edited the seminal book *Security and Usability* (O'Reilly 2005) and founded the Symposium On Usable Privacy and Security (SOUPS). She also chaired the Platform for Privacy Preferences Project (P3P) Specification Working Group at the W3C and authored the book *Web Privacy with P3P* (O'Reilly 2002). She has served on a number of boards, including the Electronic Frontier Foundation Board of Directors, and on the editorial boards of several journals. In 2003 she was named one of the top 100 innovators 35 or younger by *Technology Review* magazine. She was previously a researcher at AT&T-Labs Research and taught in the Stern School of Business at New York University.

Ted Morgan

Ted Morgan founded Skyhook with Michael Shean in 2003 to capitalize on the explosive growth of Wi-Fi usage and the emerging demand for location-based services. Prior to founding Skyhook, Mr. Morgan was the Vice President of Marketing for edocs Inc., a provider of customer self-service solutions that was sold to Siebel Systems in January 2005. Prior to edocs, Mr. Morgan worked for Open Market and Harbinger in product management positions. Mr. Morgan has an undergraduate degree in mathematics from Georgetown University and an MBA from the University of Chicago.

Patricia Poss

Patricia Poss currently serves as a Counsel to the Director (“CTD”) for the Federal Trade Commission’s Bureau of Consumer Protection. As a CTD, Ms. Poss works on a variety of law enforcement and policy matters. Ms. Poss heads up the Bureau’s Mobile Team, founded last fall, and has been involved in a variety of consumer technology matters. Before becoming a CTD in 2007, she spent several years investigating and litigating consumer protection cases that challenged Internet fraud (including phishing), spam, and telemarketing fraud. Prior to joining the FTC in 1999, Ms. Poss clerked for the Appellate Court of Illinois and the Minnesota Court of Appeals. Ms. Poss graduated from the University of Minnesota Law School in 1996.

Scott Taylor

As V.P. and head of HP's privacy and data protection efforts worldwide, Scott Taylor is responsible for global privacy strategy, policy, governance, and operations. In this role, he is a member of HP's Compliance Council, Global Citizenship Committee, and chairs HP's Privacy & Data Protection Governance Board. Taylor and his team work with HP business groups, regions and corporate functions to assure the implementation of HP's privacy policies and programs and integrate privacy into product and services development across the company.

He serves as HP's global representative with external policy makers, media, NGOs and customers in the area of privacy and data protection. Taylor serves on the Board of Directors for The Business Forum for Consumer Privacy, The International Association of Privacy Professionals (IAPP), and the Council of Better Business Bureaus. He also serves as the Chairman of the Executive Committee at The Centre for Information Policy Leadership.

Taylor has been with HP for 23 years. Previously he led HP's global Internet program, part of the Global Operations Organization. In that role, he and his team handled Internet strategy, customer experience, e-business policies, standards, worldwide site management, and operations. Taylor led the team that launched HP's Internet presence in 1994 and managed it for 12 years. Prior to that, Taylor was responsible for HP's direct marketing function, part of the Corporate Marketing & International Services Organization.

LUNCH PRESENTATION

Richard Price

Richard Price is the Fire Chief for the San Ramon Valley Fire Protection District. Price was appointed to the position on July 25, 2008. Price also serves as the Treasurer of the District. Prior to his appointment he served for two years as an Assistant Fire Chief with the District. Price joined the District after serving twenty seven years in San Mateo County and today has more than thirty-one years of career fire service experience. Price has a strong technical background and is well known for using technology to shape management processes and encourage civic engagement.

Price holds a Master's Degree in Public Administration (MPA) from California State University Hayward. He is a California State Certified Fire Chief and is an internationally certified Chief Fire Officer (CFO). In 2009 Price completed the four year Executive Fire Officer (EFO) Program at the National Fire Academy in Maryland and is a graduate of the Harvard University Senior Executives in State and Local Government Program at the Kennedy School of Government. In 2011 Price graduated from the Center for Homeland Defense and Security (CHDS) Executive Leaders Program at the Naval Postgraduate School in Monterey, CA. Price is also a Certified Special District Administrator (SDA). This year Price is attending a leadership development program at the Goldman School of Public Policy at University of California, Berkeley.

Price is President of Leadership San Ramon Valley and is a board member of the One Hundred Club of Contra Costa County. Price is also a member of the Exchange Club of San Ramon Valley. Price is Past President of the Contra Costa County Fire Chiefs Association and a past Incident Commander on both the Contra Costa County and East Bay Incident Management Teams. Price holds membership in several professional organizations including the International Association of Fire Chiefs (IAFC), California Fire Chiefs Association (CFCA), International Association of City Managers (ICMA), California Special Districts Association (CSDA) and the Fire Districts Association of California (FDAC). Price also instructs in the Advanced Studies Program at the Special District Institute. Price feels very fortunate to live within the San Ramon Valley Fire Protection District's boundaries and realizes a great sense of professional and personal satisfaction in being able to make decisions that affect the level of service provided to his own family and community.

PANEL 3

Michael Altschul

Michael Altschul is the Senior Vice President and General Counsel of CTIA-- The Wireless Association. As CTIA's General Counsel, Mike 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.

Mike joined CTIA in 1990 after serving with the Antitrust Division of the United States 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 his ten year stint at the Justice Department, Mike 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.

Dr. Edward G. Amoroso

Dr. Edward G. Amoroso serves as Senior Vice President and Chief Security Officer for AT&T Services, Inc. His responsibilities include real-time security protection of AT&T's network and computing infrastructure – including mobility services; security policy, planning, and architecture for AT&T's enterprise; security support for AT&T's IPTV initiatives; and lead design, development, and operations support for AT&T's managed and network-based security services.

Ed's twenty six-year career at AT&T began at Bell Laboratories, where he worked on securing the Unix operating system, as well as numerous federal government security initiatives. More recently, he has championed AT&T's network-based security strategy, centered around emerging in-the-cloud protection services such as Network-Based Firewall and DDoS Defense.

Ed has authored numerous research papers, articles, and five books on information security, including the recently published "Cyber Attacks: Protecting National Infrastructure". He is the 1999 winner of the AT&T Labs Technology Medal for his contributions to large-scale intrusion detection and in 2010, Ed was elected an AT&T Fellow. Ed holds M.S. and Ph.D. degrees in computer science from the Stevens Institute of Technology and is a graduate of the Senior Executive Program at the Columbia Business School. He has served as an Adjunct Professor in the Computer Science Department at Stevens for the past twenty two years, and his work has been featured by the *Wall Street Journal*, *CNBC*, *Network World* and the *New York Times*.

Stephen Balkam

For the past 30 years, Stephen Balkam has had a wide range of leadership roles in the nonprofit sector in both the US and UK. Stephen is the Founder and CEO of the Family Online Safety Institute (FOSI), an international, nonprofit organization headquartered in Washington, DC. FOSI's mission is to make the online world safer for kids and their families. FOSI convenes the top thinkers and practitioners in government, industry and the nonprofit sectors to collaborate and innovate and to create a "culture of responsibility" in the online world.

Prior to FOSI, Stephen was the Founder and CEO of the Internet Content Rating Association (ICRA) and led a team which developed the world's leading content labeling system on the web. While with ICRA, Stephen served on the US Child Online Protection Commission (COPA) in 2000 and was named one of the Top 50 UK Movers and Shakers, *Internet Magazine*, 2001.

In 1994, Stephen was named the first Executive Director of the Recreational Software Advisory Council (RSAC) which created a unique self-labeling system for computer games and then, in 1996, Stephen launched RSACi – a forerunner to the ICRA website labeling system. For his efforts in online safety, Stephen was given the 1998 Carl Bertelsmann Prize in Gutersloh, Germany, for innovation and responsibility in the Information Society and was invited to the first and subsequent White House Internet Summits during the Clinton Administration.

Stephen's other positions include the Executive Director of the National Stepfamily Association (UK); General Secretary of the Islington Voluntary Action Council; Executive Director of Camden Community Transport as well as management positions at the Institute of Contemporary Arts (London) and Inter-Action. Stephen's first job was with Burroughs Machines (now Unisys) and he had a spell working for West Nally Ltd – a sports sponsorship PR company.

Stephen received a BA, magna cum laude, in Psychology from University College, Cardiff, Wales in 1977. A native of Washington, DC, Stephen spent many years in the UK and now has dual citizenship. He writes regularly for the Huffington Post, has appeared on nationally syndicated TV and radio programs such as MSNBC, CNN, NPR and the BBC and has been interviewed by leading newspapers such as the *Washington Post*, *New York Times* and *The Wall Street Journal*, radio and in the mainstream press. He has given presentations and spoken in 15 countries on 4 continents.

Brendon Lynch

Brendon Lynch is the Chief Privacy Officer of Microsoft Corporation, where he has responsibilities for all aspects of Microsoft's privacy program, including privacy policy creation and implementation across the company, influencing the creation of privacy and data protection technologies for customers and overseeing communication and engagement with all external stakeholders. Before joining Microsoft in 2004, Brendon led the privacy and risk solutions business at software maker, Watchfire (now part of IBM). Prior to entering the software industry in 2002, Brendon spent nine years in Europe and North America with PricewaterhouseCoopers where he provided consulting services in relation to privacy and risk management. Brendon serves in the capacity of Treasurer on the Board of Directors of the International Association of Privacy Professionals (IAPP), is a Certified Information Privacy Professional (CIPP) and holds a business degree from the University of Waikato in New Zealand.

Alan Simpson

Alan Simpson is vice president of policy for Common Sense Media, a non-profit organization dedicated to improving the media and entertainment lives of kids and families. Simpson's background combines experience as an advocate for children and education issues, as well as work within media organizations. Prior to joining Common Sense Media, Simpson was the senior director for marketing and communications at the National Association for the Education of Young Children (NAEYC). Simpson has also worked at Voices for Illinois Children, an advocacy organization in Chicago, and at National Public Radio (NPR) and the Cable Satellite Public Affairs Network (C-SPAN) in Washington, DC.

Nat Wood

Nat Wood is Assistant Director for Consumer & Business Education in the Federal Trade Commission's Bureau of Consumer Protection. He led the team that created Net Cetera: Chatting with Kids About Being Online, a guide with practical tips to help parents help their kids navigate the online world, and the Net Cetera Community Outreach Toolkit. Nat conceived OnGuardOnline.gov, a joint education project of 14 federal agencies and the technology community, and managed the "Avoid ID Theft: Deter, Detect, Defend" campaign, which was a finalist for a 2008 Service to America Award. In 2003, he was a member of the team that created the National Do Not Call Registry. Prior to joining the FTC, Nat was an Assistant Director of the National Park Service. He's a graduate of Cornell University, and has an MBA from George Washington University.

CLOSING REMARKS

Peter Swire

Beginning in July, 2009, Peter Swire was Special Assistant to the President for Economic Policy, serving in the National Economic Council under Lawrence Summers. In that role, he was White House coordinator for the administration's inter-agency housing and housing finance policy, including serving as Chair of the White House Working Group on foreclosures and asset disposition. Along with many other housing topics, he was centrally involved in the reform process for the government sponsored enterprises Fannie Mae and Freddie Mac. From October 2009 until April 2010, he was also the lead person at the NEC on technology issues, including broadband, spectrum, privacy and cybersecurity, and net neutrality.

During the Obama-Biden Transition, Swire was a member of the Agency Review Team for the Federal Trade Commission. He served as counsel to the New Media team, as it created the complete overhaul of whitehouse.gov. After the Inauguration, Swire worked extensively in support of the then-designate to chair the Federal Communications Commission, Julius Genachowski.

Swire returned in August, 2010 to his position as the C. William O'Neill Professor of Law at the Moritz College of Law of the Ohio State University.