



THE INFORMATION TRUST EXCHANGE
Trust, identity, personalization,
content and user sharing for the news industry

TASK GROUP ON
USER DATA AND PRIVACY EXCHANGE
Meeting, Thurs., Oct. 8, 2015, New York, N.Y.

PARTICIPANT BIOS *(draft-alpha order)*

Sean Bohan brings technology, advertising, PR, marketing and strategic-planning experience to the user-focused mission of [Mozilla](#), as its strategic development principal. Over 18 years, he has set, led, advised and implemented large-scale strategic efforts for global brands across a variety of industries and clients, including the U.S. Army, General Motors and JetBlue, and a long list of other name-brand clients in financial services and elsewhere. At Mozilla, he works on the future of user personalization, leveraging nine years advising Doc Searls' Project VRM at the Harvard Berkman Center (see Searls bio, below), aimed at advancing the "intention economy." He writes: "Imagine a marketplace where customers can manage their personal data and privacy on their terms, gesture to a marketplace their intention to transact for products/services and initiate relationships rather than just consuming." He is based at Mozilla's NYC offices. He has a history degree from Fordham University and lives in Brooklyn.

Bill Densmore is [convener](#) of the Information Trust Exchange project for the [Donald W. Reynolds Journalism Institute](#) (RJI) at the Missouri School of Journalism. He is also chief curator and vp of content development for Taxonometrics Inc./LifeStream, which is developing a white-label personalization service for the news industry. A research fellow to RJI at the Missouri School of Journalism he is the author of "[From Paper to Persona: Managing Privacy and Information Overload; Sustaining Journalism in the Attention Age](#)" (2011) and "[From Persona to Payment: A Status Report on the News Ecosystem and a Challenge to Create the Next One.](#)" (2015) two RJI reports. He founded Clickshare Service Corp., which provides user authentication, registration, user-data management, site and content access control, subscription and credit-card billing for news web sites. Earlier, he was an editor and reporter for The Associated Press in Boston, Chicago and San Francisco, and published weekly newspapers in Berkshire County, Mass. His desire to see news organizations focused on "persona" goes back [at least to 1997](#). He has been a director of the New England Newspaper & Press Association and Shires Media Partners Inc. His undergraduate degree in environmental policy and communications is from UMass Amherst. He lives in Williamstown, Mass.

Brendan Eich is an independent entrepreneur and [principal architect](#), in 1995, of JavaScript, the world's most widely-used programming language. He is former CTO and CEO of Mozilla Corp. Eich also cofounded the Mozilla Foundation when AOL discontinued development of the Netscape browser, to create what became the widely used Firefox browser. When he left the executive ranks of Mozilla in April, 2014, [Eich wrote](#) that he was going to pursue what he called "the network problem" -- the challenge of creating a network environment which allows individual users and small organizations to thrive in the face of "network-effect" behemoths. He holds a masters in computer science from the University of Illinois-Urbana-Champaign and an undergraduate degree from Santa Clara University. His early career included stints at Silicon Graphics and Netscape Communications.

Angie Epps is [managing director of marketing](#) for Journal Media Group, formed in early 2015 from the merger of E.W. Scripps' newspaper assets with the Milwaukee Journal Sentinel. She oversees regional and non-regional marketing teams, including audience metrics, research, creative messaging, sales and circulation support, SEO and events. Epps began her career handling marketing, advertising and PR for 11 regional shopping malls. Epps joined Scripps in 1998, in a circulation sales and marketing and then became director of research and database marketing with the Scripps Research Center. Her expertise covers usability analysis, web analytics and primary research. She holds a bachelors and masters in marketing from the University of Tennessee and lives and works in Knoxville.

Jason Kint since May, 2014, has been [CEO of Digital Content Next](#), formerly known as the Online Publishers Association. Kint studied computer science at Washington University, then began a 20-year veteran of the digital media industry. Kint led the evolution of CBS Sports into a multi-platform brand offering premier broadcast, online and mobile sports content as SVP and General Manager of CBS Interactive's Sports Division and served in various executive roles launching and leading the websites for Sporting News and flagship websites under the ownership of Times Mirror, Paul Allen and later Condé Nast. Jason has a deep passion for journalism and evolving venerable brands into their multi-platform digital future. In September, Kint [spoke out about the need for publishers to formulate a strategy to deal with "ad blockers"](#) telling Nieman Lab: "The industry has created a very dangerous myth that online behavioral advertising is vital to the content ecosystem. This myth has led to underwhelming controls for privacy-focused consumers who have answered with ad blocking. In the absence of simple and persistent controls, the user will find alternative solutions." He's also interested in the concept of the "filter bubble" - "the good and bad that comes with personalization on a Web site that knows everything about you. It's about the constant struggle with getting news that interests you versus news that surprises."

Rick Lerner is CEO and principal technology architect of [Clickshare Service Corp.](#), which provides user authentication, registration, site access control, subscription and user databases integration for newspaper and other web sites. Lerner has over 20 years of experience in developing large, distributed, network applications. He received his Ph.D. in Computer Science from Carnegie Mellon University (CMU). His technical expertise includes federated transaction systems, concurrent and distributed systems, internet applications and software engineering. Prior to his years at Clickshare, his major projects included the Image Understanding Environment (IUE), funded by DARPA, developing new image understanding algorithms; and the Image Understanding Architecture (IUA), a heterogeneous large-scale multiprocessor designed for high-throughput image understanding applications. Earlier, Lerner worked with Raj Reddy in the Speech Understanding Lab at CMU and in the high energy physics laboratory at Bell Laboratories. He lives and works in Amherst, Mass.

Grafton V. "Graf" Mouen is CEO of [Taxonometrics Inc.](#), which is developing a news-personalization service called "LifeStream." Graf Mouen spent 20 years in the systems development division of ABC News, where he was the lead architect of the ABC's Media Archive Retrieval System tracking ABC's 2.2 million video assets. He is an expert on taxonomy and knowledge discovery, having filled this role as the chairman of the Task Force on Metadata Management for the Disney Company. Mouen has also been a consultant in Ernst & Young's entertainment advisory services. At ABC, Mouen lead an in-house development team to create tracking system for ABC's 2.4 million media assets, supporting time-code based cataloging, streaming, order processing, digital file submission and library management taxonomy tools. Earlier, he was a programmer at JPMorgan Chase. With an MFA from Yale Drama School and undergraduate history degree from Yale College, his early career was as a college professor teaching acting, directing and theater history at Fordham University and Marymount College. Mouen lives and works in New York City.

Jeffrey O' Connell (TENTATIVE PARTICIPANT) is executive vice president of technology at [First Look Media](#), formed by Pierre Omidyar, the founder of eBay. From 2010 to 2012 he lead product, engineering and system operations at Blip Networks and its video platform, and earlier the product, engineering and system operation teams at TargetSpot, an internet radio/digital audio advertising network. In the 1990s, he was a software developer at the New Jersey Online unit of Advance Publications Inc. (Newhouse), and at *The New York Times*.

Randy Picht is executive director of the Reynolds Journalism Institute at the Missouri School of Journalism and former chief of bureau in Kansas City and Minneapolis for The Associated Press. He has worked closely with newspapers and other media outlets during his nearly 29-year AP career. He is a former business editor for AP and has spent about half of his career working on the journalism side of the not-for-profit news cooperative and half of his time on the business side. While he was business editor at the AP's New York City headquarters, he directed coverage of the dot.com frenzy. He played a number of key roles at AP including helping newsrooms use AP content to innovate and generate new revenue streams, and help develop the AP News Exchange and NewsRight LLC initiatives. He is a graduate of the University of Missouri School of Journalism. Picht formerly managed a state government news startup the AP bought in 2002 called Capitolwire and help managed The AP's relationship with [NewsRight LLC](#). He is native of Deer Park, N.Y.

Brendan Riordan-Butterworth joined the Interactive Advertising Bureau in 2012 and is its director of technical standards. He participates in industry working groups and studies at the World Wide Web Consortium (W3C) and elsewhere on the implications of [ad tracking and the use of "cookies."](#) He is knowledgeable about third-party ad serving and the [impact of ad fraud](#). From 2006-2011 he worked at Microsoft Corp., managing data collection and cookie-management technologies for MSN, Live.com, Bing, Atlas/aQuantive, and Microsoft.com. A Canadian, he studied Pure Science at CEGEP Heritage College in Gatineau, Québec. Riordan-Butterworth says the Internet needs a common taxonomy for user data that accounts for the range of data types between personally identifiable information (PII) and advertising-targeting data. He's interested in working on ideas for monetization options that aren't "advertising" *per se*.

Mike Smith is author of the book: *"Targeted: How Technology is Revolutionizing Advertising and the Way Companies Reach Consumers"* (2014). He's also vp of revenue platforms and operations at Hearst Magazines Digital Media where he manages the [programmatic advertising](#) data-management platform (DMP) -- enabling online auctioning -- for all of Hearst Corp. It's called Hearst Core Audience. As he described it in a [2013 Folio interview](#): "Clients use computational buying systems to bid in our auctions for specific users that visit our sites. You, as the programmatic buyer, want to purchase an exact visitor: a certain demographic, in a certain location, at a certain moment, at a certain price, who just completed a certain action. You'll compete in an auction for the impression and there are limits to what you're willing to bid." Before joining Hearst, Smith was CTO and then president of Forbes Digital, and vp and CIO at TheStreet.com. He also worked at HBO in a variety of positions, including director of information technology. Smith is a graduate of the New Jersey Institute of Technology with a B.S. in Electrical Engineering.

David "Doc" Searls is a tech journalist, [book author](#), former Silicon Valley ad-agency exec and tech entrepreneur. He is author of ["The Intention Economy: When Customers Take Charge"](#) (Harvard Business Review Press, 2012), and co-author of the earlier, ["Cluetrain Manifesto"](#) -- two pioneering efforts to rethink the rights and roles of empowered individuals in a network economy. Since 2006, he has been director of [ProjectVRM](#) ("vendor relationship management") at Harvard's Berkman Center. A core Project VRM idea -- the Internet has disrupted the idea of "customer-relationship management". Why should the vendor be directing the relationship? A core idea: Shouldn't the customer be doing so? A senior editor of Linux Journal, and an often-quoted blogger, he has held fellowships at Berkman, UC-Santa Barbara and the NYU Graduate School of Journalism. For his work on VRM, Doc was named a "2010 Influential Leader" by CRM Magazine. At the start of his career David "Doc" Searls wrote for small newspapers in New Jersey, and as a radio disc jockey. The Searls Group grew out of Doc's work with Hodskins Simone & Searls, which he co-founded in North Carolina and which later became one of Silicon Valley's top advertising agencies. (HS&S was acquired by Publicis in 1998.) Doc and his family split time between their home in Santa Barbara, New York and Cambridge.

John G. Taysom, negotiated with Yahoo in 1995 the first contract that allowed wire-service news (Reuters) to be displayed to the public for free on the web. An [entrepreneur and venture investor](#) for more than 30 years, he has invested in over 100 early stage technology startups as a corporate VC and angel. Taysom was founder, managing partner and CEO of Reuters Venture Capital (RVC), later named the Greenhouse Fund and spun out as an independent venture-capital firm. Mr. Taysom founded Greenhouse Fund as Reuters venture capital arm in California in 1995, prior to RVC/Greenhouse Fund

being established as an independent venture capital firm. He joined Reuters PLC in 1982. Taysom is now visiting professor at University College London, a senior fellow in the Advanced Leadership Initiative at Harvard University and serves on the board of the [Web Science Trust](#). John holds EU and U.S. patents on privacy enhanced interactions between devices, which have applications in advertising, IoT, and Big Data generally. See: [“He helped Yahoo give away news for free; now he has an idea for helping with privacy.”](#) He received a B.Sc. in economics from Bath University. Taysom is based near London.

TASK FORCE PARTICIPANTS NOT ATTENDING THIS MEETING:

Ron Blevins is vp, digital strategy at Novus Media Inc. (a unit of Omnicom Media Group) and portfolio lead, U.S. partnerships and platforms. Blevins has worked in the advertising industry for 12 years, with a recent focus on helping newspapers and advertisers understand and capitalize on digital disruption. He's an expert at helping newspapers and retailers innovate new ways of presenting advertising and messages in mobile and tablet formats. He is the digital lead for Novus and is responsible for the development of their circular migration practice; a center of excellence within Omnicom dedicated to helping retail clients evolve their item/price content distribution strategies. Prior to joining Novus, Ron held positions with Sears Holdings, AOL and OMD. He's based Minneapolis, Minn. and New York. He has a degree in advertising from the University of Oklahoma.

Peter Winter is a writer, digital communicator and public speaker who lives on Georgetown Island in Maine. He is author of the forthcoming book, *Choosing to Lose: Inside the Fight for the Future of News*. Winter is a business consultant retired from top roles at the Newspaper Association of American and at Atlanta-based Cox Enterprises Inc., where he helped build the hugely successful AutoTrader business. Winter was chosen in 1995 to head the New Century Network, a for-profit initiative of nine of the then-largest U.S. newspaper chains to create a common subscription and content-selling platform. It never really launched and disbanded after two years when partners couldn't agree on financing. In 1975, he joined the pioneering team in London that built BBC Television's CEEFAX service, the first-ever digital news product. That kicked off a 40-year media career spent at the intersection of traditional and new media, working as a journalist and editor, a business development specialist, a marketing and sales executive, a chief executive and ultimately, a senior member of the executive team at Cox.