



**INFORMATION VALET PROJECT:
COLLABORATOR BIOS
(Alphabetical order)**

Bill Densmore, Fellows 2008-2009
Donald W. Reynolds Journalism Institute
Director, The Information Valet Project
Columbia, Mo.

Bill Densmore is originator and principal researcher on the Information Valet Project. A veteran journalist with The Associated Press, trade and other publications, he has owned and edited weekly newspapers and served as a daily newspaper-advertising executive. Since 2005, he has been director of [The Media Giraffe Project](#), a grant-funded effort of the journalism program at the University of Massachusetts “to find and spotlight people making innovative use of media to foster participatory democracy and community.” He is also a collaborator on the Journalism That Matters convenings. In 1994 he founded a company, which became Clickshare Service Corp. Clickshare holds a patent filed by Densmore and two other inventors: “System for Management of Transactions on a Network (Four Party).”

Clickshare patent granted/public: Jan. 29, 2008: <http://tinyurl.com/2wtlpu>
News release about notice of allowance: <http://tinyurl.com/2ukwj4>

Steve Fulling
Founder and Chief Executive Officer
Kynetx Inc., Lehi, Utah

Stephen Fulling is the Founder and CEO of Kynetx. Kynetx provides context automation services, allowing individual preferences to be shared throughout the web browsing experience. Prior to founding Kynetx, Stephen Fulling built and deployed Sento’s next-generation Right Channeling solutions for companies like McAfee, Overstock, and LensCrafters, helping to move Sento from \$23M in 2004 to \$47M in 2006. Mr. Fulling brings more than 16 years management experience building and leading technology products and organizations, driving creativity and innovation. Prior to joining Sento, Mr. Fulling was the Director of Information Technology Services at the State of Utah where he was responsible for an annual \$60M IT budget and more than 250 employees. Before his public service, Mr. Fulling was an Executive Officer and Senior Vice President for Engineering and Operations at iMall, Inc. His responsibilities included developing e-commerce technology products that ultimately lead to the company’s acquisition by Excite@Home in 1999 for \$450M. Mr. Fulling is a graduate of the University of California with a BS degree in Computer Science.

Martin Langeveld

Principal

Vernon Media Services, Brattleboro, Vt.

Martin Langeveld spent 30 years in the newspaper business, 13 of them as publisher. He started at *The Berkshire Eagle* in Pittsfield, Mass., where he served advertising salesman, assistant circulation manager, assistant business manager, promotions manager, marketing director, general manager, and eventually publisher. In 2000, he became publisher of *The Eagle's* sister newspaper, the *North Adams Transcript*, while serving also as executive vice president & director of interactive media for New England Newspapers, Inc., a four-daily cluster which is part of Denver-based MediaNews Group Inc. In 2006 he moved to the company's Brattleboro, Vermont paper, the *Brattleboro Reformer*. Martin has served on a variety of non-profit boards including two terms as chair and one as treasurer of Hancock Shaker Village in Pittsfield, Mass. He has been a director and treasurer of the Massachusetts Newspaper Publishers Association, and as a board member of the National Newspaper Association. He retired from *The Reformer* in April, 2008 and launched his blog, News After Newspapers, moving his blogging home base to the Nieman Journalism Lab in January, 2009. His blog explores the tools and techniques for journalism and news publishing that are likely to rise as newspapers seek to reinvent their positions of dominance in local and national news markets. He is a graduate of MIT.

Dr. Richard A. Lerner

CEO

Clickshare Service Corp.

Dr. Lerner, Clickshare's principal technology architect and strategist, is a computer scientist with over 20 years of experience in developing large, distributed, network applications. Since receiving his Ph.D. in Computer Science from Carnegie Mellon University, Dr. Lerner has lead the development of many large-scale applications, both for commercial application and for industrial and academic research. His technical expertise includes federated transaction systems, concurrent and distributed systems, internet applications and software engineering. Lerner joined Clickshare in 1999 as its chief technology director. In 2002, he became president of Clickshare, leading its transition from its angel-funded inception to its current revenue-focused growth stage. Prior to his years at Clickshare, his major projects included the Image Understanding Environment (IUE), funded by the Defense Advanced Research Projects Agency, to provide a sophisticated environment for university and corporate researchers developing new image understanding algorithms; and the Image Understanding Architecture (IUA), a heterogeneous large-scale multiprocessor designed for high-throughput image understanding applications. Earlier, Dr. Lerner worked with Raj Reddy in the Speech Understanding Lab at Carnegie Mellon University and in the high energy physics laboratory at Bell Laboratories.

Dave McNamee

Director of Business Development

Kynetx Inc., Lehi, Utah

Dave McNamee is head of business development and implementations at Kynetx, bringing considerable experience in deploying new technologies to benefit businesses. Dave was a Vice President of Product Development at Sento and at Secure Alert prior to joining Kynetx, and he has patents pending in the context automation space. He has a unique ability to bridge the gap between technology and new business ideas, helping companies realize their objectives through innovative technology deployments. Dave received a B.S. in Business Management from the University of Utah David Eccles School of Business.

Steve Mott, Principal
BetterBuyDesign, Stamford, Conn.

Steve Mott has been an innovator in the electronic payments/risk management business for more than two decades, including executive stints as the first e-commerce executive at MasterCard and President of Internet retailer Priceline WebHouse Club. For much of the past decade, he has consulted to a wide array of banks, networks, processors, security firms, merchants and billers. Recent engagements include business case justification, market forecasting, technology deployment and migration impacts, consumer adoption research, transaction risk assessments and merchant/biller payment strategy evaluations. Steve is an authority on payment economics, transaction technologies and online security/privacy. His expertise covers credit/debit cards, PIN and PINless debit, ACH/imaging/electronic checks, stored value, loyalty programs, and alternative payment options for the online and mobile transaction venues. Steve is a 35-year practicing journalist who speaks and writes frequently throughout the industry on transaction trends and technology. Early in the first generation of e-commerce, he was named by national magazines as one of the "Top 25 Unsung Heroes of the Internet" and one of the "Top 25 Most Intriguing Minds for the New Economy". Steve is currently advising clients on mobile commerce and Web 2.0 innovations. He holds an MBA from the Harvard Graduate School of Business. Prior to his business career, he was a reporter with *The Washington Post* and other newspapers.

Paul Trevithick
CEO and Co-Founder
Parity Communications Inc.

Paul Trevithick is the CEO of Azigo (formerly known as Parity), a company committed to simplifying and securing life on the Internet by giving people more control over their digital footprint: their accounts, profiles, and relationships with friends and businesses they trust. Azigo also offers services to businesses to enable them to create durable, digital relationships with their customers. Azigo offerings are based on the open source Higgins (<http://higgins-project.org>) project co-founded by Paul in 2003. Paul is frequently called on to advise industry, government, and academic groups on issues related to digital identity, privacy and security. He is the founder and chair of the Information Card Foundation (<http://informationcard.net>), and a founder of other groups in the digital identity space. Prior to co-founding Azigo in 2000, Trevithick was president and co-founder of Bitstream (NASDAQ:BITS). Paul founded Archetype in 1985, and over the course of the next several years brought five successful electronic publishing software applications to market through OEM relationships with IBM, Xerox, Nynex, Apple and others. Prior to Archetype, in 1982 Paul co-founded Lightspeed Computers, an interactive design workstation spin-off of the MIT Media Lab that was sold to DuPont in 1996. He helped lead the creation of the PPML standard that has been adopted by HP, Xerox, IBM and many others. Paul has contributed to XML standards efforts within the W3C. In 1999 Paul received the Seybold Industry Vision award for his contributions to the publishing industry. He blogs at <http://incontextblog.com>. He holds a BSEE from MIT.

Jeff Vander Clute

President

Semisphere Inc., Palo Alto, Calif.

Vander Clute is an Internet social-networking and database engineer and business-development executive. He has written software for Web 1.0, 2.0, and 3.0, and has extensive experience with search engines, large-scale databases, and other technologies fundamental to media. He is co-founder and CEO of Semisphere, Inc., which developed several notable social media and social networking applications and is now bringing the social web together with the semantic web. Semisphere is cash-flow positive and has prominent investors on three continents. He was the principal developer of the Internet's first mass-market social-network, Tripod Inc., which grew to 33 million users worldwide and is profitable to this day. When Lycos Inc., acquired Tripod Inc. for \$58 million, Vander Clute was global operations manager of international business development for the Lycos search engine. He was next VP of information systems of eZiba.com, a transactional website which sold craft objects made by Third World artisans via a web database in partnership with Amazon.com. In that role, Mr. Vander Clute was responsible for building and managing Eziba's massively parallel relational database transaction system, and deployed an Oracle-based e-commerce system with warehouse integration. He has sold medical-imaging software for a global teleradiology network based in Australia, and served as an advisor and technology executive for Clickshare Service Corp. and is familiar with that company's patented distributed-user-management technology. Vander Clute graduated summa cum laude from Williams College with a B.A. degree in mathematics.

Brian Walker

VP of Engineering

Parity Communications Inc.

Brian Walker has over 20 years of technology experience. Since the late 90's his career has focused in enterprise software market. He has lead virtually all lifecycle aspects of product software business serving Fortune 500 companies. From his experience at Silknet (customer service solutions), Kana (enterprise CRM) and Fast Search & Transfer (enterprise search), Brian has lead teams in Customer Support, Professional Services, Training, Sales Operations, Product Management and Product Development functions. His early technology career with Raytheon, Digital Equipment Corporation and Intel was focused on semiconductor process development, manufacturing/yield improvement management and quality and reliability.

Phil Windley

Founder and Chief Technology Officer

Kynetx Inc., Lehi, Utah

Phillip J. Windley, Ph.D. is the Founder and Chief Technology Officer of Kynetx. Kynetx provides context automation services, allowing individual preferences to be shared throughout the web browsing experiences. Phil is also an Adjunct Professor of Computer Science at Brigham Young University where he teaches courses on reputation, digital identity, large-scale system design, and programming languages. Phil writes the popular Technometria blog and is a frequent contributor to various technical publications. He is also the author of the book Digital Identity from O'Reilly Media. Prior to joining BYU, Phil spent two years as the Chief Information Officer (CIO) for the State of Utah, serving on Governor Mike Leavitt's Cabinet and as a member of his Senior Staff. Before entering public service, Phil was Vice President for Product Development and Operations at Excite@Home and Chief Technology Officer (CTO) of iMall, Inc. an early creator of electronic commerce tools. Still active in business, Phil serves on the Boards of Directors and Advisory Boards for several high-tech companies. Phil received his Ph.D. in Computer Science from Univ. of California, Davis in 1990.