



KEYNOTE SPEAKER



Peter Fleischer

Global Privacy Counsel, Google

Peter has worked as Google's Global Privacy Counsel since 2006.

Based in Europe, Peter is Google's longest serving privacy leader. He counsels Google teams on how to design privacy sensitive and legally-compliant products. Peter has designed many of Google's privacy compliance programs. He has met with thousands of privacy officials and leaders worldwide. Peter has managed scores of regulatory actions around the world, and appeared before some of the world's highest courts.

Prior to joining Google, Peter worked for 10 years at Microsoft, as EMEA privacy leader and Director of Regulatory Compliance. Peter is a graduate of Harvard College and Harvard Law School. He is an elite swimmer.



SPEAKERS



Eduard Bartholme

Executive Director, Call For Action

Eduard W. Bartholme, III is the Executive Director of Call For Action, Inc., an international, non-profit network of hotlines serving consumers and small businesses.

A graduate of the University of Maryland, Baltimore County, Mr. Bartholme joined CFA in 2003 as the Director of Project Development and Information Systems. He guided CFA's award winning Identity Theft brochure and oversaw its translation into Spanish. In July 2007, he was named Director of Development and in 2009 was elected Executive Director and CEO of the organization. Since joining the organization, he has been involved in the expansion of CFA to eleven new locations. Mr. Bartholme has also worked to broaden CFA's network of 25 media affiliate offices to now include radio, TV and print outlets. Mr. Bartholme currently chairs the FCC Consumer Advisory Committee, and represents Call For Action on various other consumer focused working groups and corporate advisory panels. He also currently serves as a public interest member on the TV Parental Guidelines Monitoring Board.

Outside of Call For Action, Mr. Bartholme is active as a member of Living Faith Lutheran Church, serving on the Church's Council, and as a soccer referee. He also enjoys traveling with his wife.



April Boyd

Vice President and Head of Global Public Policy, Oath

April Boyd is Vice President and Head of Global Public Policy at Oath, a media and tech company with brands like Yahoo, AOL and Tumblr reaching a billion people worldwide. In this role, April leads Oath's team responsible for government relations and policy development, as well as the Oath Business and Human Rights Program. April held the same role at Yahoo prior to Verizon's acquisition of the company in 2017.

Prior to her leadership roles with two global internet companies, April had a long career in government. She served in two Presidential administrations, including being nominated by President Obama and unanimously confirmed by the Senate as Assistant Secretary of Commerce for Legislative and Intergovernmental



Affairs. She also spent eight years as a senior staff member in the U.S. House of Representatives and U.S. Senate, including as a Congressional Chief of Staff and as National Press Secretary for Senator John Kerry.



Alan Chapell

President, Chapell & Associates

Alan Chapell is the president of Chapell and Associates, a consulting firm that helps marketers build customer trust through responsible privacy practices. Chapell began his career at a boutique direct marketing agency in Stamford, Connecticut in the early 1990's. After several years at the agency, and after a long sabbatical in Mumbai, Chapell moved to New York City to work at Jupiter Research, an Internet research firm focusing on the consumer Internet economy. During his 4-1/2 years at Jupiter, Chapell also attended Fordham University School of Law. His firm has helped over 100 media and technology companies craft their privacy and data strategies. He was appointed as privacy ombudsman by the U.S. Trustees Office in some of the largest bankruptcy cases in our nation's history; including General Motors and Chrysler. Chapell is Co-Chairman of the Mobile Marketing Association's Privacy Committee, a member of the Digital Advertising Alliance Advisory Board, a member of the World Wide Web Consortium, International Association of Privacy Professionals, and a prolific writer and sought-after speaker on interactive marketing topics. Chapell is a member of the New York bar and is CIPP-US certified by the IAPP.



Emily Chi

Director of Data Ethics, LiveRamp

Emily Chi is the Director of Data Ethics at LiveRamp, the Connectivity branch of Acxiom in San Francisco. Emily works with client-facing teams to build due diligence processes, educate clients and partners on regulations and best practices, and continue Acxiom's efforts to lead the industry in consumer protection and ethical data use. She also engages in policy advocacy, tracking regulatory trends and working with lawmakers to implement effective legislation that encourages innovation and growth. Emily studied Political Economy

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SPEAKERS (continued)

and Legal Studies at UC Berkeley, worked at the US Department of Justice, and spent time in nonprofit management before joining LiveRamp.



Ken Dreifach

Shareholder, ZwillGen

Ken Dreifach has more than twenty years of experience in high-profile regulatory, in-house, and private practice roles, addressing Internet law and privacy issues. His range of experience helps him provide clients with unique, creative perspectives in evaluating and mitigating legal and ecosystem risks, and has made him one of the nation's leading authorities on law relating to emerging technologies and online privacy. From 2000 to 2006, Dreifach was Chief of the Internet Bureau of the New York Attorney General's office. Under his leadership, that Bureau brought ground-breaking enforcement actions protecting Internet users from fraudulent and illegal practices. These included high-profile matters against spyware distributors, spammers, crammers, online gambling operators, and websites that might endanger children and minors.

Dreifach has significant in-house experience working with emerging technology companies. Most recently, Dreifach served as General Counsel and Chief Privacy Officer of LiveRamp (formerly Rappleaf), a leading consumer data company in the Bay Area that is a hub for online and offline data usage – including through its acquisition by data services company Acxiom, Inc. From 2007 to 2010, Dreifach was Deputy General Counsel of Linden Lab, operators of the Second Life virtual world and virtual currency platforms. In the gaming space, he has served as a Board Member of a publicly traded casino enterprise, helping it steer through regulatory matters.



Leslie Dunlap

Founder and CEO, Dunlap Consulting LLC

Leslie Dunlap is the Founder and CEO of Dunlap Consulting, LLC, which provides substantive policy, compliance and strategy products informed by over 25 years experience in the formation and implementation of law and regulation. Dunlap's practice specializes in new media, online advertising, privacy, and safety issues, driven by a strong belief that society is improved by online innovation. A wide variety of telecommunications and Internet-related legislation, regulation and self-regulatory codes adopted over the last two decades include her substantive contributions. Dunlap's experience includes working for Representative J. Dennis Hastert and Representative Rick White on the hill, and serving as VP, Privacy, Policy and Trust at Yahoo Inc. Dunlap lives in Northern Virginia with her husband and children. She loves volleyball, gardening and cooking.



Reed Freeman

Partner, WilmerHale

D. Reed Freeman, Jr. is a partner and Co-Chair of Wilmer Cutler Pickering Hale and Door LLP's Cybersecurity, Privacy, and Communication Group. He is a leading authority on privacy, cybersecurity, and online, mobile, and social media advertising and privacy law.

Mr. Freeman has extensive experience defending clients in FTC and state consumer protection investigations and data breach responses. He also counsels clients on compliance with international, FTC, FCC, and state trade regulation issues and advertising and privacy laws and industry self-regulatory codes. His clients include adtech companies, advertising trade associations, advertisers, software companies, data aggregators; industry coalitions and seal providers, and social media-based advertising service companies.

Before joining private practice, Mr. Freeman worked in the FTC's Bureau of Consumer Protection as a staff attorney. He received his JD in 1993 from the University of Virginia School of Law.



Leigh Freund

President & CEO, NAI

As President & CEO of NAI, Leigh Freund leads the organization's growth and helps set the agenda and strategic priorities. Leigh joined NAI in 2015 after an eleven-year career at AOL Inc., where she served as vice president & chief counsel for global public policy.

Leigh brings more than a decade of substantive expertise in privacy, advertising, and public policy in the digital sector to her work at NAI. She has first-hand knowledge of the tremendous contributions third parties have made in the digital advertising space and she is a passionate believer in strong self-regulation.

During her time at AOL, Leigh led the company's public policy efforts and was a leading voice on global digital and technology policy. Prior to that role, Leigh headed up the AOL advertising legal team and worked with AOL's privacy team to promote and develop responsible use and collection of data, and ensure compliance with the industry's self-regulatory programs. Before joining AOL in 2004, Leigh worked at K&L Gates and on Capitol Hill with Rep. Fred Upton from her home state of Michigan.

Leigh holds an undergraduate degree in political science from Kalamazoo College and a J.D. from Georgetown University. She is an active participant in several industry organizations devoted to compliance with key regulatory initiatives and principles, including the Interactive Advertising Bureau (IAB) and Digital Advertising Alliance (DAA).

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Stacey Gray

Policy Counsel, The Future of Privacy Forum

Stacey Gray, CIPP/US, is a Policy Counsel at the Future of Privacy Forum (FPF), focusing on issues of data collection in online and mobile platforms, ad tech, and the Internet of Things. At FPF, she

has worked on FCC and FTC public filings, and publishes extensive work related to cross-device tracking, Smart Home technologies, and federal regulation and enforcement actions. Stacey graduated cum laude from Georgetown University Law Center in 2015, where she first worked in civil rights litigation as a law clerk for Victor M. Glasberg & Associates, and as a member of the civil rights division of the Institute for Public Representation. With a background in biotech and coding, Stacey is interested in the ways in which technology can be harnessed to advance civic knowledge and civil rights while safeguarding consumer privacy. Recent publications include “Cross-Device: Understanding the State of State Management” and “Always On: Privacy Implications of Microphone-Enabled Devices.”



Jim Halpert

Partner, DLA Piper

Jim Halpert advises clients regarding compliance and risk management strategies for transactions relating to transnational, federal and state security and privacy regulations, industry best practices

and self-regulatory initiatives, and has represented clients in major security and privacy cases in the federal courts and before the Federal Trade Commission.

Jim represents companies on a broad range of data management issues, including cyber and data security, cloud agreements, managing privacy class action risks, transnational data flows, navigating difficult conflicts between foreign privacy laws and US compliance obligations, regulation of advertising and marketing practices, healthcare and financial privacy, children’s and student privacy, privacy regulation of communications media, employee data, due diligence in sales of corporate assets, records management and responses to government surveillance requests. He has extensive experience with European, Asian and Latin American privacy regimes, and regularly leads teams across DLA Piper’s global network advising on complex international security and privacy matters.

Jim is ranked Band 1 in *Chambers USA* for his Privacy & Data Security work. The highly regarded legal directory states “Chair of the firm’s US privacy and cybersecurity practice group, James Halpert is a much-admired adviser on regulatory issues, privacy compliance and transactions. He is experienced at handling data incidents. “Jim is terrific. He provides the legal support and the strategy, which have been a wonderful success, remarks one client.



Ghita Harris-Newton

Chief Privacy Officer & Deputy General Counsel, Quantcast

Ghita Harris-Newton is the Chief Privacy Officer and Deputy General Counsel for Quantcast, where she is responsible for consumer privacy, data collection and use issues, as well as public policy issues for Quantcast, both in the US and globally. Harris-Newton is a graduate of the Georgetown University Law Center, and James Madison University, is a member of the California, Virginia, and Washington, DC bars, and holds both a CIPP-US and a CIPP-E certification from the IAPP.



Zareena Javed

Corporate Counsel, DataXu

Zareena Javed has been with Dataxu for approximately two years, and currently holds the position of Corporate Counsel responsible for commercial transactions and privacy. In that role, she manages all of Dataxu's commercial agreements and is responsible for its privacy operations, particularly its GDPR compliance program. Zareena holds CIPP/US and CIPP/E certifications. Prior to joining Dataxu, Zareena served as Corporate Counsel at Best Doctors, Inc., where she focused on commercial contracting, employment law and HIPAA compliance. She holds a JD from Suffolk University and a BA in Music from The Boston Conservatory.



Joseph Jerome

*Policy Counsel, Privacy & Data Project,
Center for Democracy & Technology*

Joseph Jerome, CIPP/US, is Policy Counsel for the Privacy & Data Project at the Center for Democracy & Technology. His work focuses on the legal and ethical questions posed by smart technologies and artificial intelligence, and he is interested in promoting better transparency and user control mechanisms to protect privacy and security. Prior to joining CDT, Joseph was an associate in the cybersecurity and privacy practice of a major law firm and worked on a wide range of consumer privacy issues at the Future of Privacy Forum. He has written articles on the privacy implications of big data, trust challenges in the online sharing economy, and emerging technologies in video games. Joseph has a J.D. from the New York University School of Law, where he was an International Law and Human Rights Student Fellow, and a B.A. from Boston University.

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SPEAKERS (continued)



Vegard Johnsen

Product Manager for Sustainable Advertising, Google

Vegard is the Product Manager for Sustainable Advertising at Google, focusing on Google's response to ad blocking. He was previously responsible for product strategy for the team that defends Google and its customers against ad fraud. He frequently represent Google at the IAB and MRC, and is co-author of several industry papers, including the IAB's Fraud Taxonomy.

Before Google, Vegard was COO at spider.io, one of the pioneers in bot and malware fraud protection for advertisers. Vegard holds an M.Eng. Electrical and Information Sciences, Engineering from University of Cambridge.



Julie Karasik

Technologist, NAI

Julie Karasik has served as the Technologist at the NAI for three years, managing the NAI and DAA industry opt out page. She works with current and future NAI members and DAA participants to ensure that their opt out endpoints are functioning properly. She has also worked on several projects and updates to ensure that the opt out page continues to evolve with technology and industry needs.

Prior to working for the NAI, Julie has worked in wide-ranging web technology roles from startups to the American Museum of Natural History in NYC. She has coded, managed developers, managed servers and databases, and directed design.

Julie is a graduate of Cornell University and Stuyvesant HS. She lives in San Francisco with her husband and three children.



Gary Kibel

Partner, Davis & Gilbert LLP

Gary Kibel is a partner in the Digital Media, Technology and Privacy group of Davis & Gilbert LLP. Mr. Kibel regularly advises interactive companies, advertising agencies, media providers and other commercial entities regarding transactions for behavioral advertising, social media, programmatic media buying, mobile marketing, affiliate marketing, market research, data collection and usage, and other emerging products and services. Mr. Kibel is a Certified Information Privacy Professional (CIPP) and advises clients in a wide variety of industries regarding privacy and data security issues. He has been identified as a "Recognised Practitioner" in the Privacy & Data Security - Nationwide category by Chambers USA: America's Leading Lawyers for Business (2015-2016).

In addition, Mr. Kibel has been recognized by The Legal 500 United States in the area of privacy and data protection for five consecutive years (2012-2016). Mr. Kibel received a BA from Binghamton University, an MBA from Binghamton University and a JD from Brooklyn Law School. Prior to becoming an attorney, Mr. Kibel was an information systems analyst in the Investment Banking Division of Merrill Lynch & Co.



Brad Kulick

Senior Privacy Director, Oath

Brad Kulick is an industry veteran with 20 years of experience in the Internet space. He has led both engineering and security teams during his time at Yahoo. Currently, Brad leads Yahoo's global efforts on advertising and analytics privacy. In partnership with engineering and product teams, he helps implement Yahoo's privacy practices with respect to personalization, data collection, use, and sharing. Brad graduated from DePauw University with a degree in Mathematics and Computer Science and a minor in Education.



Ted Lazarus

Director, Legal, Google

Ted Lazarus, CIPP/US, is a Director of Google's legal department, where he leads a team of attorneys responsible for Google's advertising platforms products, including DoubleClick, the Google Ad Exchange and AdSense. Ted advises Google's Product, Engineering and Sales teams on a wide array of privacy, product development and regulatory issues. He regularly represents Google in commercial transactions related to its advertising programs, including negotiating some of the company's most significant display advertising agreements with global advertising agencies and Fortune 500 companies. Ted has managed several of Google's largest, most complex post-acquisition integration efforts, including DoubleClick, AdMob and AdMeld.

Prior to joining Google, Ted served as Deputy General Counsel of DoubleClick. Prior to that, he was a litigation associate with Covington & Burling LLP. Ted served as a law clerk for U.S. District Judge Nicholas Garaufis (E.D.N.Y.). He holds a J.D. from Columbia Law School and a B.A., magna cum laude, from Amherst College.

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SPEAKERS (continued)



William Lee

Technology & Policy Analyst, NAI

As Technology & Policy Analyst, William Lee supports the NAI's policy initiatives and contributes to the work of NAI's technical team.

Amongst William's responsibilities he compiles policy and other important updates for NAI members, writes for the NAI blog, and works on the development of the NAI's technical monitoring suite, which he is currently working on incorporating machine learning capabilities into.

Prior to joining the NAI, William served as a policy analyst intern for the global public policy team of Access Partnership in their Washington, D.C. office, where he originally discovered his passion for both technology and policy. Originally from the UK, William received a B.A. in Geography from the University of Durham, where he completed a research project on government policy in South Africa. William is CIPP/US certified.



Ari Levenfeld

Chief Privacy Officer, Sizmek

Ari Levenfeld has spent the over ten years working in advertising technology. In his leadership role of Chief Privacy Officer at Sizmek, he oversees all aspects of the company's global policy, regulatory

compliance and government affairs initiatives, covering more than 20 offices and countries worldwide. Prior to his current role, Ari has served as a director at Rocket Fuel and manager at Yahoo!, where he oversaw teams responsible for creating, optimizing search marketing campaigns for small and medium size business clients. He graduated from the University of Southern California.



Matthias Matthiesen

Director, Privacy & Public Policy, IAB Europe

Matthias is the Senior Manager for Privacy and Public Policy at the IAB Europe in Brussels. He is responsible for European data protection and consumer privacy issues for IABE, and has vast experience

with regulatory and legislative privacy matters in Europe and globally. Matthias is CIPP-E certified, and holds undergraduate and legal degrees from Maastricht University in the Netherlands



Anthony Matyjaszewski

Vice President, Compliance & Membership, NAI

As Vice President, Compliance and Membership, Anthony

Matyjaszewski conducts the NAI's annual compliance reviews of

member companies and manages the pre-certification and onboarding of new members. Prior to joining the NAI, Anthony researched and wrote about the issues at the intersection of law and technology. He has clerked at both the NAI and the International Association of Privacy Professionals (IAPP) where he co-wrote an article on the changing meaning of personal data. Before pursuing his legal career, Anthony managed customer relations at an international travel company, where he played a key role in the transition from an offline to an online business model, focusing on data protection, web and email integration, and the implementation of an intuitive and customer friendly user interface.

He received his B.A. cum laude in Psychology from the University of Maine at Farmington, where he was a member of the Psi Chi Honor Society. Anthony earned a J.D. cum laude from the University of Maine School of Law. Anthony is a Certified Information Privacy Professional, and Red Cross certified Wilderness Emergency Responder, and, in addition to English, is fluent in both French and Polish.

Ryan Mehm

Attorney, Federal Trade Commission

Ryan Mehm is an attorney in the Federal Trade Commission's Division of Privacy and Identity Protection, which oversees issues related to consumer privacy, credit reporting, identity theft, and information security. Mr. Mehm works on a variety of FTC policy and enforcement matters related to privacy and data security.

Mr. Mehm received a B.A. from Georgetown University and is a graduate of the Georgetown University Law Center.



Grant Nelson

Counsel, Compliance & Technology, NAI

As Counsel, Compliance & Technology, Grant Nelson brings a wide

breadth of technology and data knowledge to the NAI team. Grant

conducts research and assists with the NAI compliance review

process. Prior to his current position Grant participated in a three-month internship program with NAI where he served as a privacy law clerk.

Grant's previous experience includes interning for a DC judge, working for a data acquisition and processing startup, and working on a differential privacy tool at Harvard's Berkman-Klein Center. Grant is a budding data scientist and experienced

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SPEAKERS (continued)

webapp developer. He created the MEANS Database, a nonprofit webapp that seamlessly connects food donors with local charities.

When he's not working with NAI he can often be found at local hackathons helping get projects off the ground. Grant writes in Python, Ruby/Rails, and Elixir. Grant holds a J.D. from The George Washington University Law School and a B.A. in political science from Baylor University. He is admitted to the District of Columbia bar and is CIPP/US certified.



Matt Nichols

Counsel, Compliance & Policy, NAI

As Counsel, Compliance and Policy, Matthew Nichols supports the NAI's annual compliance reviews of member companies and the management of pre-certification and onboarding of new members.

Prior to joining NAI, Matthew worked with the Cybersecurity & Privacy team at PwC where he helped clients manage their risk by supporting the design and assessment of privacy and cybersecurity programs. This support included the implementation and review of policies, procedures, training material, and other program components, as well as the controls to support these programs. He also conducted data inventories for a variety of Fortune 500 multinational organizations and performed extensive privacy notice and contract reviews for organizations across varying sectors. While in law school, Matthew interned at the NAI, CVS (under the Chief Privacy Officer), the International Association of Privacy Professionals (IAPP), and the Future of Privacy Forum (FPF).

Matthew holds a J.D. from the University of Maine School of Law and a B.A. in philosophy from the University of Maine at Farmington. Matthew is admitted to the Massachusetts bar and CIPP/US certified.



Jules Polonetsky

CEO, Future of Privacy Forum

Jules Polonetsky serves as CEO of the Future of Privacy Forum, a non-profit organization that serves as a catalyst for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies. FPF is supported by the chief privacy officers of more than 130 leading companies, several foundations, as well as by an advisory board comprised of the country's leading academics and advocates. FPF's current projects focus on Big Data, Mobile, Location, Apps, the Internet of Things, Wearables, De-Identification, Connected Cars and Student Privacy.

Jules previous roles have included serving as Chief Privacy Officer at AOL and before that at DoubleClick, as Consumer Affairs Commissioner for New York City, as an elected New York State Legislator and as a congressional staffer, and as an attorney. Jules is a regular speaker at privacy and technology events and has testified or presented before Congressional committees and the Federal Trade Commission. Jules is co-editor of an upcoming book, *The Cambridge Handbook of Consumer Privacy*, to be published by Cambridge University Press (2018).



Daniel Sepulveda

Vice President, Global Government Relations MediaMath

Former Ambassador Daniel A. Sepulveda is the Vice President for Global Government Relations for MediaMath. In this capacity he represents MediaMath in public forums, before government officials and agencies, in industry associations, and in dialogues with consumer organizations and civil society on issues relating to technology and the digital economy.

Sepulveda previously served as Deputy Assistant Secretary of State and U.S. Coordinator for International Communications and Information Policy from March 2012 – January 2017. In this capacity, Mr. Sepulveda has served as a Vice Chair to the 2016 OECD Ministerial Meeting on the Digital Economy, and as the lead U.S. negotiator for the 2015 World Summit on Information Society (WSIS) +10 Review, a United Nations General Assembly High-Level Meeting. In 2014, Sepulveda led the U.S. delegation to the International Telecommunications Union (ITU) Busan Plenipotentiary Conference, as well as the 2013 World Telecommunications Policy Forum at the ITU, and has served as the lead coordinator for multiple bilateral dialogues with international counterparts.

Sepulveda has also served as Senior Advisor and member of Senator John Kerry's senior management team, an Assistant U.S. Trade Representative leading a team that managed Congressional Affairs for the U.S. Trade Representative Ron Kirk during the Presidential transition, and as a member of then-Senator Barack Obama's office.

Mr. Sepulveda received a Master of Public Affairs from the Lindon B. Johnson School of Public Affairs at the University of Texas at Austin as a Woodrow Wilson Fellow in Public Policy and International Affairs and holds Bachelor of Arts in Political Science and History from Emory University.

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SPEAKERS (continued)



Julia Shullman

Vice President, Chief Privacy Counsel, AppNexus

As Vice President, Chief Privacy Counsel, Julia Shullman spearheads AppNexus' global privacy work. She joined AppNexus in May 2014 and before focusing on privacy matters was the lead attorney for commercial and product matters for AppNexus' Publisher Technology Group. Before AppNexus, Julia worked at UBM, a British information company where her practice focused on mergers and acquisitions and commercial matters. Prior to UBM, she was an associate at Latham & Wakins where she advised clients on mergers and acquisitions and corporate matters. She received a B.A. in Political Science and Psychology from Georgetown University and a J.D. from Columbia Law School.



Charlie Simon

Privacy Manager, MediaMath

Charlie Simon, CIPP/US, manages privacy across MediaMath's Data Policy & Governance and Product teams. This dual capacity allows him to develop policies and implement them across the MediaMath platform in support of compliance with data protection laws and self-regulatory regimes. Charlie leads MediaMath's international engagement as Vice Chair of IAB Europe's Transparency & Consent Framework.

Prior to joining MediaMath, Charlie worked for Oracle's Marketing and Data Clouds. There he fostered a culture of Privacy by Design (PbD) and tackled proportionate privacy germane to probabilistic and offline data. Charlie also served as NAI's Senior Technology Analyst.

Charlie graduated from Oberlin College with a BA in Philosophy and has been an IAPP Certified Information Privacy Professional since 2011.



Chris Squire

Senior Director of Product Management, SambaTV

Chris Squire is the Sr. Director of Products for Samba TV, a data and analytics company that measures television viewership across screens. Squire is a front-line driver of the evolving Ad-Tech landscape, having spent 10 years in product leadership roles at Yahoo-Right Media and Mediaplex (a division of ValueClick), developing products across digital media formats with a focus on predictive ad servicing, internationalization, clearinghouse and programmatic guaranteed. Squire holds a degree in Physics from the University of California, Santa Barbara. He is currently binge-watching Parks & Recreation on Hulu and GLOW on Netflix.



Jurgen Van Staden

Privacy and Public Policy Manager, Facebook

Jurgen Van Staden currently serves as a Privacy and Public Policy Manager at Facebook. He has previously served as Vice President, Policy and Technology, at the NAI, where he helped members comply with the NAI Code of Conduct and worked with the NAI staff, Board and membership to address policy developments that impacted the Code or the third-party digital advertising ecosystem. Prior to joining the NAI, Jurgen headed up the New York office for a European Union-based data protection consulting firm where his work focused on transnational data transfer compliance. Jurgen also worked as a Senior Risk Analyst and Cyber Security Attorney for a leading information security services and consulting firm before attending The George Washington University Law School where he earned a Masters in Law.

In addition to his LL.M, Jurgen holds a Masters of Computer Science from the University of Tulsa's Institute for Information Security and a J.D. from the College of Law.



Heather West

Senior Policy Manager, Americas Principal, Mozilla

Heather West works on policy for the digital age at Mozilla, maker of the Firefox browser. At the intersection of public policy and technology, she is a policy-to-tech translator, product consultant and long-term Internet strategist.

She helped found the public policy team at CloudFlare (a website performance and security company), served as privacy and security issue expert for Google's policy team, and started her career working on privacy and identity management at the Center for Democracy and Technology.

She holds a dual B.A. in computer science and cognitive science from Wellesley College and is a Certified Information Privacy Professional (CIPP/US). She is recognized as a *Christian Science Monitor* Passcode Influencer and a member of the 2014 Forbes 30 Under 30 in Law and Policy.