

"Personalization & Privacy in the Consumer Space" Panel

Ari Schwartz (moderator) is an Associate Director of the Center for Democracy and Technology (CDT). His work focuses on defending and building privacy protections in the digital age by advocating for increased individual control over personal information. A leading expert on the issue of privacy on government websites, he has testified before Congress and Executive Branch Agencies on the issue. Ari is the Chair of the World Wide Web Consortium's Platform for Privacy Practices (P3P) Policy and Outreach Working Group.



Charles Giordano is Associate Director of CRM Strategy & Privacy at Bell Canada. He was instrumental in promoting the Privacy-Enabled marketing vision which champions customer choice and customer preferences in marketing. He was recently appointed chairperson of the Permissions Council for Relationship Information Management think tank to develop best practices in the area of permission and consent marketing. His work in privacy began in 2000, helping implement PIPEDA's (Canada's Privacy Law) required elements.



Lisa Rosner is Vice President of Worldwide Marketing, and responsible for all facets of BroadVision's marketing strategy and execution. Prior to joining BroadVision, she was vice president of marketing at DecisionPoint Software, where she transformed the company brand, aligned sales and marketing processes, and added industry-leading companies to the customer base. Prior to joining DecisionPoint, she launched Market-Touch Corporation where she pioneered a new category in CRM—Sales and Marketing Effectiveness.



Robert Ellis Smith is the Publisher of the *Privacy Journal*, a monthly newsletter that is "the paper of record for lawyers and others interested in privacy rights," according to *U.S. News and World Report*. Smith is a frequent speaker and Congressional witness on privacy issues including credit and medical records, the internet, the law of privacy, and physical and psychological privacy. He has appeared on "Face the Nation," "Nightline," and "All Things Considered," and has been a regular commentator on "Marketplace" on American Public Radio.



"Personalization & Privacy in Health Care" Panel

Don Conway (moderator) is an adjunct professor at the Tuck School of Business and at Dartmouth Medical School in the Department of Community & Family Medicine. He earned his MBA degree from the Tuck School of Business. He is also Director of the Healthcare Initiative. Don also serves as a consultant to pharmaceutical and biotechnology industries. Don is also a lecturer in the Tuck course "Medical Care and the Corporation."



Paul Gardent is Executive Vice President at Dartmouth-Hitchcock Medical Center. He earned his MBA degree from the Tuck School of Business, where he was an Edward Tuck Scholar. He is an instructor in the Department of Community & Family Medicine at Dartmouth Medical School. A past Chair of the Executive Committee of the Quality Management Network, Paul has given many presentations on Quality Improvement in Health Care.



Hilary Llewellyn-Thomas is Director of Health Decision Research (HDR) and Director of Research at the Center for Shared Decision Making at Dartmouth-Hitchcock Medical Center. She is also a professor in the Department of Community & Family Medicine at Dartmouth Medical School. Hilary has served as President of the Society for Medical Decision Making, and publishes extensively in the methodological literature about health care decision making.



Shawn Roman is Senior Manager in Health & Life Sciences CRM Practice at Accenture. Shawn has eleven years consulting experience specializing in the implementation of capabilities to support sales, marketing, service and supply chain executives in the life science industry, including growing biotech, small/mid-size/large global pharmaceutical companies and health service providers.

