ALEX TODD

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PROFESSIONAL PROFILE

A forward thinking, sought after Managing Security and Trust Solutions Consultant and subject matter expert, with international experience in Technology, Financial and Government environments.

- Thought leader and entrepreneur in Trust Enablement™ business practices;
- Known for innovative strategic leadership and expertise in public-key infrastructures (PKI) and trust enablement;
- Frequent speaker and commentator at information technology seminars and conferences, and author of published thought-leadership papers and courses;
- Motivated by challenge, change, vision for new frontiers and acting as trusted advisor to clients, including C-level executives, needing to translate their business objectives into technology-assisted solutions; and
- Accomplished at achieving extraordinary business results and stimulating new growth opportunities through analysis of markets, industry trends, economic conditions and formation of synergistic business alliances.

CAREER HIGHLIGHTS

Trust Enablement Incorporated   2003 – present
Founder & President

Founded a professional services firm that offers The Trust Optimizer Program™. It helps corporations to achieve their business goals by optimizing the trust of their stakeholders.

IBM Global Services (IGS) Canada   2002 – 2003
Managing Consultant

Responsible for developing trust, PKI, authentication and electronic signature solutions business opportunities and managing consulting engagements. Acted as Enterprise of the Future Lead for Trust-enabling Services, a global IGS initiative by IBM Distinguished Engineers to recommend a future services strategy for IGS with a two to five years horizon.

- Aligned the trust enablement vision for e-business to IBM's newly defined Business on Demand strategy;

- Exclusively engaged by security technology vendors as their "advocate" inside IBM;

- Won and managed first ever Canadian annuity contract for an "on demand" PKI-based security technology solution, worth $1.2m over 5 years;

- Spearheaded winning of a $400K "on demand" ASP security and privacy assurance engagement with a Canadian provincial healthcare organization;

- Secured two retainer-based engagements for ongoing consulting work; and

- Formulated IBM's PKI strategy for the entire financial services sector in Canada.

2000 – 2001

Senior Trust Solutions Consultant

Responsible for incubating the Global Trust Acceleration Center, within the PKI Center of Competency, bringing new points of view to clients worldwide to assist them in pursuing innovative new business models supported by industry-specific trust-enabling solutions (primarily in healthcare, financial services, distribution and public sectors.) Provided subject matter expertise and support to IBM's marketing, sales and engagement delivery teams.

- Created a vision for Trusted e-Business and formulated the industry's first, comprehensive Trust-enabling Services Framework and demonstrated how it maximized value for e-marketplace, e-government, consumer packaged goods and financial services industry initiatives;

- Applied the Trust-enabling Services Framework that defines the services required to establish and ensure trust in electronic information being relied upon throughout the lifecycle of a business transaction to the trust enablement needs of B2B e-marketplaces, healthcare (HIPAA), financial services (payments, fraud and Basel II) and governing bodies;

- Delivered $5 million in PKI business worldwide and opened the doors to numerous opportunities for both the Security & Privacy and other practices throughout IGS;

- Expanded existing client engagements by introducing additional security and trust services that span IGS business units;

- Added value to Account Executive sales calls by delivering a Trusted e-Business message that resonates with C-level executives, outside the IT organization;

- Developed and delivered more than 20 original, thought leadership presentations on PKI and trust for both internal and external audiences, which opened new business opportunities; and

- Influenced IBM's global marketing message for Security and Privacy by including trust value statements targeted at line-of-business executives.

1999 – 2000

IT Security Consultant - PKI

Responsible for deliver consulting services to clients on PKI requirements, IT security assessments and design, and privacy policy development. Accountable for all business consulting activities that included the development of the business strategy, requirements and value assessment, legal liability analysis, governance materials, legal framework (including: by-laws, system operating rules, certificate practice statements, certificate policies and contracts), and compliance criteria for the Canadian Payments Association (CPA) PKI engagement. Managed and conducted IT security controls assessment projects, based on the BS7799 Code of Practice for Information Security Management, for government and financial services organizations in Canada and the United States.

- Successfully devised and executed a novel, winning strategy for securing the Canadian Payments Association root CA PKI engagement by assembling and managing an international consortium of external legal experts. This was the largest security engagement in the history of the Security & Privacy practice in Canada and the third largest IGS security and privacy engagement in the world.

Cebra Inc. (a Bank of Montreal/Harris Bank company)   1998 – 1999
Product Line Manager

A*ccountable for maximizing the value proposition of a suite of business-to-business electronic commerce products, which required inventing cost effective, paradigm shifting solutions.*

- Realigned product development efforts towards strategic components of the product offering.

Diversinet Corp. (a PKI technology company)   1997 – 1997
Executive Vice President

Responsible for managing an international research and development effort for a PKI management software product.   Built and managed a product management team, developed a market strategy, supervised a remote software development office in Israel, contributed to corporate governance initiatives, protected corporate assets from foreign interests and represented the company in domestic and international markets.

- Successfully repatriated corporate intellectual property assets and saved the company from losing its core business assets to foreign interests.

Director of Strategic Marketing

PKI-based Internet security market and technology assessment and recommendations on product requirements and market positioning.   Acquired an in-depth knowledge of public-key cryptography applications for encrypted communication via e-mail, access control and digital signatures, as well as issues related to certificate management and establishing trust in public keys.

- Repositioned and refocused product development efforts toward the company's core competencies.

Phase III Computing Inc.   1990 – 1996
Entrepreneur

Designed and developed two software products, called President's Planner and Partner's Planner, and strategically positioned and sold them via a variety of direct selling initiatives, including CompuServe.

- Invented a proprietary, natural-language expert system that interprets the meaning of statements entered in English, within the context of a personal information manager; and

- Awarded "a big Chaos Manor Orchid" by Jerry Pournelle, BYTE Magazine, April 1993;

- Secured premium price points, the highest market penetration and acceptance and unrivaled customer satisfaction.

Quarterdeck Office Systems   1989 – 1990
Canadian Branch Manager

Lotus Development Canada Corporation   1986 – 1988
Reseller Channel Marketing

BOARD POSITIONS

Bayview Community Services – offered voluntary board position, currently evaluating opportunity.

Strategic Leadership Forum - Executive Committee, Membership and Board Knowledge Café Program Committees, 2005 - 2006

EXPERTISE

Expert Witness - electronic payment security technologies for financial services competition tribunal, 2005 - 2006

Alex Todd

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Commerce, University of Toronto, 1981

IBM Courses:

- Architecting Secure Solutions, 2001;
- Speaking with Impact, 2001;
- Project Management, 2000;
- IT Process Model, 2000;
- Professional Consulting Workshop, 1999;
- Security Consulting Methodology, 1999; and
- PKI Deployment Methodology, 1999.

AUTHORSHIP AND SPEAKING ENGAGEMENTS

- "Trust Enabled™ Corporate Governance", academic paper for the Doctoral Consortium of the McMaster World Congress on Corporate Governance, 2006;
- "Creating Trust in Government", article for TrustEnablement.com, 2006;
- "Trust the Most Important Marketing Ingredient", interview by Michael Hepworth, President of The Results Exchange, 2005;
- "Trust Enabled Supply Networks: Uncovering the trust-building secrets of highly collaborative supply chains", white paper and presentation for Innovative Collaboration for Competitive Advantage Third Annual Symposium on Supply Chain Management, Toronto, 2005;
- "What kind of SOX trainer are you?", article for the Canadian Association of Management Consultants (CAMC) GTA Chapter Newsletter, March 2005;
- " The Challenges of Online Trust – for online and offline businesses", presentation at McMaster University World Congress, 2005;
- "The Essential Web-store Makeover: Ten great tips to turn online holiday shoppers into eager buyers – and satisfied customers", article for TrustEnablement.com, 2004;
- "Leading Intelligent Communities Through Enabling Trust", article for iCommunity's Focus On…Leadership, 2004;
- "Innovative Trust-enabling Services", whitepaper for IBM Global Services' Enterprise of the Future initiative, 2003;
- Interviewed for "Trust: Opening up the opportunities of e-business", by IBM's Peter Andrews for Executive Tek Report, 2002;
- "Trusting Information – Not the Source", presentation sponsored by The Canadian Information Processing Society (CIPS) and IBM in 2002;
- "Trusting Information Beyond - Public Keys", RSA Security Conference, San Jose, February 2002;
- "e-Trust: Establishing consumer confidence in online commercial transactions", Electronic Security & Privacy 2001, 2001;
- "Beyond PKI: Toward a Comprehensive Trust Model for Emerging B2B e-Markets, Entrust SecureSummit 2001;
- Member of the Editorial Advisory Board for CyberSecurity Advisor, published by Aspen Publishing
- "Trust: The business case for privacy in B2B e-marketplaces", Zero-Knowledge Privacy by Design Conference, 2000;
- "Trust: The foundation for value in B2B e-Marketplaces", Ventro Leadership Forum, 2000;

- "Beyond PKI: Toward a comprehensive trust model for B2B e-Marketplaces", SecureWorld 2000;

- "Public Key Infrastructures (PKIs): Securing transactions in an evolving PKI environment", e-Security 2000;

- "A PKI Primer: What every good corporate lawyer should know about today's most advanced approach to security on the Net", NetLaw 2000;

- "Business Solutions Enabled by PKI – How to identify a killer application for PKI", financial institution presentation, 1999; and

- "Trust: The equity of the digital economy", white paper, 1998.