

OVERALL/GENERAL CAPABILITIES

IT Policy Solutions, LLC provides public policy consultation, strategic issue analysis, and advocacy expertise to clients who manufacture and/or use technology. We counsel and effectively assist companies, associations and coalitions successfully navigate and better understand the legal, legislative and regulatory waters of government policy in the digital economy. ITPS understands our clients' policy challenges – to help them develop policy solutions and messages to enhance their standing and establish them as “trusted advisors” to public sector decision makers. Additionally, we provide support to and manage projects for clients who want to integrate digital economy opportunities into their business strategies and successfully confront IT policy challenges in the face of constantly evolving climates and ever-shifting policy priorities at the federal, state and global levels. ITPS has extensive experience in developing, implementing and coordinating public policy outreach and awareness projects for clients. Our expertise extends to both governmental agencies and constituents, direct and indirect stakeholders – in the analysis and identification of strategies that can be successfully implemented.

ITPS works in partnership with our clients to achieve their public policy objectives by:

- **Assessing policy priorities** – We identify policy challenges and opportunities, and develop outreach strategies to encourage stakeholder support for and implement collaborative efforts on the policy issues that impact their strategic goals and business models and/or those of their members/constituents.
- **Monitoring and Analyzing legislative and regulatory policy and political issues at all levels of government that will have an impact on or could be impacted by the client** – We provide an expert perspective and a greater understanding of the implications such initiatives could have on the public policy goals of the organization.
- **Formulating and Implementing a successful government relations and public policy strategy** – We develop critical and targeted public and private sector outreach initiatives, and when appropriate, proactive advocacy programs to educate and influence key public policy decision makers – in both government and the private sectors.

IT Policy Solutions consists of a team of seasoned experts who possess a unique set of substantive digital economy/information technology public policy skills; have worked in and know how Washington functions and how to ‘get it done’; have extensive contacts with and access to senior thought leaders and political officials; and, most importantly, appreciate how business, technology, human resources and the public sector interact and impact IT policy.

ITPS's Practice Issue Focus includes:

- Internet Privacy and Safety
- Information Policy
- Cyber & Homeland Security
- Identity Management
- Barriers/Obstacles to eCommerce
- eCommerce Laws/Regulations
- Consumer Electronics Policy

COALITION COORDINATION CAPABILITIES

IT Policy Solutions, LLC serves as a public policy strategic advisor and coalition manager for companies, regional alliances, trade associations and educational institutions. Marc Pearl has led national and international community public interest groups and served as general counsel and senior vice president of government relations for a major IT trade association.

The professionals at ITPS –

- Organized and represented an alliance of the leading Smart Card manufacturers who have developed technologies capable of meeting the crucial authentication and access ID security requirements of our country; helping the consortium gain appropriation funding for ID authentication and access programs.
- Represent a unique private-public partnership of companies, universities and government officials who have developed a first-responder technology platform for information sharing – helping the alliance gain federal support and funding for this unique communications and content delivery technology architecture.
- Represent a coalition of the leading consumer electronic retailers on their key policy and government relations issues – including electronic device recycling, the digital television transition, and IPR and digital rights management.
- Developed a *Public Policy Perception Audit* to assist organizations better understand how valuable their government relations programs have been and could be.
- Served as digital economy policy counsel to a Fortune 100 organization of CEOs – focusing on the intersection of privacy and information security, education and advocacy; which included writing policy papers and executive guidelines on privacy and information security.
- Conceived and organized for an industry coalition and a renowned engineering university an international public policy advisory council focused on the policy issues surrounding the development and deployment of RFID technology.
- Organized and lead an ad hoc coalition of companies and associations in the drafting of a global convention in 2004 for The Hague Conference on Private International Law on choice of court and foreign judgments in contracts, with the focus on the eCommerce components and the goal to limit the proposed treaty's coverage to commercial transactions.
- Organized a successful cross-industry technology user-and-provider coalition with the country's two largest trade associations, to advocate limited liability legislation in the U.S. Congress on the Y2K millennium bug.

Marc A. Pearl

Marc Pearl founded **IT Policy Solutions** in 2003, but has lived in Washington, DC for close to three decades, focusing his public policy and government relations expertise in the 21st century technology and cybersecurity policy space for more than a dozen years. Marc specializes in such policy issues such as cyber security, privacy, ID management, consumer electronics, new media, and digital intellectual property rights. His management and policy skills together with his knowledge of the legislative and regulatory process at the federal, state and international levels and his contacts with leading decision and policy leaders make him a valued counsel to clients seeking advice on a range of technology-related policy issues. Marc's clients have included a wide range of Fortune 100 companies and CEO-led associations in all critical economic and infrastructure sectors. The Consumer Electronics Retailers Coalition (CERC) currently retains Marc to serve as their executive director on key issues surrounding the DTV Transition and electronics recycling and other key consumer electronics policy issues.

Prior to forming **ITPS**, Marc was partner and led the eCommerce policy practice group at the international law firm, Shaw Pittman LLP. He was general counsel and senior vice president of government affairs at the Information Technology Association of America, one of our nation's largest and most respected digital economy industry trade associations. Marc's public policy work included serving as chief of staff and legislative counsel to senior Members of Congress, including former Rep. Dan Glickman. Marc has led numerous legislative and public policy trade associations, coalitions and alliances. He currently is a leader in a cross-industry coalition that is addressing the DTV Transition in February 2009. He has also led coalitions that helped passed Y2K millennium bug liability legislation, digital authentication and eCommerce transaction jurisdiction laws. Pearl has represented the private sector on U.S. government delegations at the Hague Conference on Private International Law, the World Trade Organization and the World Intellectual Property Organization. He was also a member of the industry-negotiating team that advised Congress on the ISP provisions of the *Digital Millennium Copyright Act of 1998*.

Pearl's grasp of the global, federal and state/local IT policy issues important to industry and his non-partisan, substantive approach to policymaking have made him an invaluable resource to clients and a trusted advisor to numerous decision makers. He is widely recognized and respected in the Washington, DC policymaking community and was named by *Congressional Quarterly* as one of the "10 Leading IT Lobbyists." He is a sought-after print and broadcast media spokesman on technology, cyber security, Internet and digital economy policy issues. Marc has served as a faculty member or speaker at numerous national/international conferences on eCommerce and the Internet, including Beijing University and the China Law Society's *Comparative Media Law and Policy*, WTO and China program on the public policy obstacles and opportunities facing China in the digital economy; the Salzburg Seminar on *Transnational Perspectives on Intellectual Property and Communications Law*; and Harvard University/Swiss Re's Rüschnikon Center's Global Dialogue.

Marc Pearl grew up in Detroit, Michigan and received his JD from Emory University and his Bachelor of Arts with honors from Case Western Reserve University. He has been married to Gwen Enfield Pearl, a psychotherapist in private practice in Washington, DC for more than 30 years. They have two grown sons.