

MARK BOHANNON

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PROFESSIONAL EXPERTISE AND SKILLS

Strategic Planning, Resource Management, Organizational Leadership. Member of the management team of a leading high tech trade association with over 800 member companies. Work directly with company executives serving on Association's Board of Directors and Government Affairs Council, and in other leadership roles. Former senior official of technology-focused federal agency with over 3,500 employees and a \$500+ million budget. Exercised executive leadership skills in the design and implementation of a cross-departmental strategic plan for finance, operations and communications for a national political party. Strong skills in organizational governance, staff development and financial management. Supervised complex litigation in the U.S. and the European Union.

Managing Business Risk in an International Environment. Public and private sector experience in meeting the challenges of operating securely and predictably on a global basis in the areas of services, intellectual property, taxation, technical barriers to trade, eCommerce, information security and data protection. Work with leading online Commerce companies in developing and implementing data security plans, using technology to combat fraud, and, as appropriate, coordinating with law enforcement to initiate investigations. Staffed a Working Group on Exports, Customs and Global Logistics to remove and eliminate wherever possible the technical and administrative barriers that are inconsistent with a fast paced, highly competitive and global market place affecting export/import of software and related IT products. Member of U.S. negotiating team at the UN Committee on International Trade Law (UNCITRAL) Working Group on Electronic Commerce, and co-author of US proposed International Convention on Electronic Transactions. Vice-Chair of the OECD Working Party on Information Security and Privacy, a forum for international experts to examine technical and policy issues in the areas of cryptography, authentication, and protection of privacy of individual data. In 2007, serve as Chairman of the Executive Committee of USITO, the primary organization representing the U.S. high tech industry in Beijing. A knowledgeable and effective advocate for self-regulatory initiatives, and a leader in shaping privacy and information security policies that affect on-line service delivery companies.

Strategic Alliances, Technology Development and Business Transactions. As chief counsel to a high profile technology development agency, lead staff teams on a broad array of regulatory, legal and policy issues affecting high-risk technology development, commercialization of technology, information and computer security, and application of technology to emerging critical industry needs. Co-chaired, with private sector counsel, the legal team for the Partnership for a New Generation of Vehicles ("Clean Car Initiative"), an initiative that brought together leaders of the automotive industry with federal government technology agencies to develop and implement roadmap for the research and development of new vehicles technologies that are safer, stronger, and lighter and achieve 3 times more fuel efficiency. Facilitated formation of consortia in areas of information technology, biotech, and materials processing. Supervised senior counsel, producing 80+ joint ventures in 3 years totaling \$575+ million in public and private financing and hundreds of licenses and other transactions.

EMPLOYMENT HISTORY

General Counsel and Senior Vice President, Public Policy, SOFTWARE & INFORMATION INDUSTRY ASSOCIATION (SIIA), 2000 to present. SIIA represents over 800 member companies that develop and market software and electronic content for business, education, consumers and the Internet. Responsible for global legal and public policy agenda working with and for individual member companies on strategic trends affecting company products and services. Policy expert and public spokesperson on competition and globalization, intellectual property protection, development models (open source vs. proprietary) and new markets. Initiate and execute programs and strategies to advance members' interests before the U.S. Congress and Executive Branch, European Commission and other targeted capitols. Work with member companies to promote confidence in online business, and combat fraudulent practices and fight piracy of software and digital content products on the Internet.

Chief Counsel for Technology (and Counsellor to the Under Secretary of Commerce for Technology), **U.S. DEPARTMENT OF COMMERCE**, 1993 to 2000. Senior department official responsible for providing strategic advice on a broad array of technology, trade, intellectual property, and competitiveness initiatives. Principal legal advisor to agency with responsibility for shaping technology, electronic commerce and innovation policies. Member of Executive Branch team that developed and implemented President's "Framework for Global Electronic Commerce". Coordinated with export control authorities; member of interagency working group on encryption and telecommunications. Chief legal advisor to key government agency responsible for computer security and information security policies and practices. Led staff teams on a broad array of regulatory and policy issues affecting investment, skilled workforce, and R&D in high-risk technology.

Director, Strategic Planning, DEMOCRATIC NATIONAL COMMITTEE, 1991 to 1993. (Director, Election Analysis and Planning, 1989 to 1991, and Director of Operations, Campaign '88, 1988 to 1989). Managed strategic planning for national political party operations. Directed national survey research program of polling and focus groups. Served as senior analyst for the coordinated campaign General Election Polling Team, administering \$2 million polling program, and directly responsible for survey research and analysis in California and New Jersey. Financial Controller and manager of day-to-day aspects of \$40 million, 50-state general election program of field and technical assistance, generic TV and radio.

Deputy National Political Director, DUKAKIS FOR PRESIDENT, 1987 to 1988. Lead political staff in the primary campaign, building operations and systems in battleground states.

Deputy Executive Director, FUND FOR A DEMOCRATIC MAJORITY, 1984 to 1987. Principal administrative officer for national political organization. Designed and managed \$1 million annual direct mail program.

Special Assistant for Policy Development, CENTER FOR POLICY ALTERNATIVES, 1981 to 1984. Public policy advocacy and coalition building in state capitols.

EDUCATION

George Washington University Law Center

Juris Doctor (1986)

Georgetown University
Edmund A. Walsh School of Foreign Service

Bachelor of Science in Foreign Service (1980)

PROFESSIONAL ASSOCIATIONS

- Member, Pennsylvania Bar
- Industry Technical Advisory Committee on Information and Communications Technologies and Electronic Commerce (ITAC-8) and Industry Trade Advisory Committee on Intellectual Property (ITAC-15). Advise USTR and Department of Commerce on trade policy and trade-related matters.

SELECTED PAPERS, TESTIMONY AND PUBLICATIONS

"ICANN and the Whois Database: Providing Access to Protect Consumers from Phishing", testimony before the House Financial Services Committee, Subcommittee on Financial Institutions And Consumer Credit, July 18, 2006.

"HR 3997, The 'Financial Data Protection Act of 2005'", testimony before the House Financial Service Committee, Subcommittee on Financial Institutions and Consumer Credit, November 9, 2005.

"Domestic Source Restrictions Threaten Free Trade: What is the Federal Government Doing to Ensure a Level Playing Field?", testimony before the House Committee on Government Reform, May 13, 2005.

"Commonwealth Contract Outsourcing," testimony before the Pennsylvania House Standing Committee on Commerce, August 3, 2004.

"Offshore Outsourcing," testimony before the California State Assembly, Office of Policy Planning and Research, May 18, 2004.

"Internet Domain Name Fraud – New Criminal and Civil Enforcement Tools," testimony before the U.S. House Judiciary Committee, Subcommittee on Courts, the Internet and Intellectual Property, February 4, 2004.

"H.R. 2344, The 'Intellectual Property Protection Restoration Act of 2003'," testimony before the U.S. House Judiciary Committee, Subcommittee on Courts, the Internet and Intellectual Property, June 17, 2003.

"Trade in Services and E-Commerce: The Significance of the Singapore and Chile Free Trade Agreements," testimony before the U.S. House Energy & Commerce Committee, Subcommittee on Commerce, Trade and Consumer Protection, May 8, 2003.

"Accessibility (Section 508): A look at Government Policies for the Federal Government, State Governments and the European Union," White Paper produced for SIIA member companies, December 2002.

"FirstGov.gov: Is it a Good Idea?," testimony before the U.S. House Government Reform Committee, Subcommittee on Government Management, Information, and Technology, October 2, 2000.

"Developments in Global Trade Negotiations: A Comprehensive Subsidy Code" in *R&D, Technology, and Trade: Challenges for Negotiating Future Global Relationships*. A Science in Society Policy Report by the New York Academy of Sciences, September 1996.

"Proposed Amendments To The Metric System Conversion Act," testimony before the U.S. House Science Committee, Subcommittee on Technology, May 16, 1996.

"Government Policy and Practice Regarding Intellectual Property Generated in Technology Programs: Practice in USA". Paper prepared for a Conference on the Use and Regulation of Intellectual Property sponsored by the North Atlantic Treaty Organization (NATO). Moscow, Russia, October 1994.

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