

## OVERALL/GENERAL CAPABILITIES

**IT Policy Solutions, LLC** provides strategic public policy consultation and substantive government relations counsel to clients who manufacture, provide and/or use information technology. **Marc Pearl** and **Kelli Emerick** founded the firm to deliver high-quality service, value and success to coalitions, alliances, individual companies, trade associations and local governments in order to help them navigate the digital economy policy maze of legislation, regulation and business development.

**IT Policy Solutions** help clients better understand the impact of legislation/regulation on their ability to integrate IT into their eBusiness strategies, take full advantage of 21<sup>st</sup> century digital economy opportunities and successfully confront the impediments in the IT, eCommerce, information security, telecommunications and new media marketplaces.

Our firm accomplishes these goals for our clients – in the face of constantly evolving climates and ever-shifting priorities at the federal, state and global levels – by:

- Assessing the client's eBusiness priorities – identifying, educating and partnering with the client to bring new perspectives, new business partners and stakeholders to the policy issues that will have an impact on its business model.
- Monitoring the critical digital economy legislative and regulatory policy and political issues that will impact or could be impacted by the client – offering a greater understanding of the implications these initiatives could have on businesses that both provide and/or use technology.
- Analyzing government and regulatory initiatives and assessing their impact on our client's overall eBusiness and eCommerce strategies/policies – offering the perspectives necessary to prevent the erection of obstacles to the continued robust growth of the digital economy, and advising clients as to how such policies and partners could affect their eBusiness models.
- Formulating with and for the client a strategic government relations/public policy, and business development strategy – identifying critical and targeted public sector campaigns, and when appropriate, proactive advocacy programs to influence key decision makers.

**IT Policy Solutions's** bi-partisan team of seasoned experts possess a unique set of substantive digital economy policy skills; know how Washington works; 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 eBusiness strategy.

*Practice Issue Focus includes:*

- Information/Homeland Security
- Internet Privacy
- eSignature Laws/Regulations
- Digital Rights Management/IPR
- Telecommunications/Broadband
- Cross-border Jurisdiction
- Barriers/Obstacles to eCommerce
- Crisis Management
- eCommerce Compliance Issues –  
*including Internet/Business Activity  
Tax, GLB, Sarbanes-Oxley &  
HIPAA*

## CYBER & INFORMATION SECURITY CAPABILITIES

**IT Policy Solutions, LLC** serves as a government policy strategic advisor and represents the interests of companies, regional alliances, trade associations and research/educational institutions in positioning their policies and technologies. We provide our clients with a better understanding of the legislative and regulatory impediments and opportunities in the cyber, information and homeland security marketplace.

For example, the professionals at **IT Policy Solutions** –

- Have worked with a major research university on its Appropriations needs regarding a heat-actuated cooling project to cool chemical and biological suits worn by soldiers in combat and potentially by National Guard first-responders in the event of a domestic biological attack.
- Served as digital economy policy counsel to a Fortune 100 organization of CEOs, focusing on information security education and advocacy, including consultation on its federal and state legislative and regulatory.
- Organized and currently represent an alliance of the leading smart card manufacturers who have developed technologies capable of meeting the crucial authentication and access ID security requirements of various government agencies
- Represent the public policy interests of the country's leading digital watermarking ID provider in its campaign to contribute to the national security needs of our nation with highly secure authentication solutions.
- Represent a unique private-public non-profit partnership of companies, universities and government officials who are developing and deploying a first-responder platform for information sharing. We have helped the alliance's members and leadership gain federal support and funding for this unique communications and content delivery technology architecture.
- Have advised a major internationally-renowned research university regarding the sensitive policy issues surrounding its academic-private industry project developing and deploying an RFID system for global businesses; including having organized and advised the group's International Public Policy Advisory Council's work on privacy, security, health and labor issues surrounding the technology's deployment.

## COALITION 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/international community public interest groups and served as general counsel/senior vice president of government relations for a major IT trade association. Kelli Emerick has served as policy counsel to many leading technology and telecommunications corporations. Both Marc and Kelli have led numerous successful industry coalitions.

The professionals at **IT Policy Solutions** have –

- Served as digital economy policy counsel to a Fortune 100 organization of CEOs, focusing on privacy and information security education and advocacy; helping to write policy papers and executive guidelines on privacy and information security.
- 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 various government agencies; helping the consortium gain appropriation funding for ID authentication and access programs.
- Represented a unique private-public non-profit partnership of companies, universities and government officials who are developing and deploying a first-responder platform for information sharing; helping the alliance gain federal support and funding for this unique communications and content delivery technology architecture.
- Conceived and organized for an industry coalition working with a renowned engineering university an international public policy advisory council focused on the sensitive policy issues surrounding the development and deployment of an RFID system for global businesses.
- 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.
- Managed a coalition of instant messaging (IM) providers to advocate for interoperability between all IM services in the context of the Federal Trade Commission's evaluation of the AOL/Time Warner merger.



## Marc A. Pearl

PRINCIPAL/CHAIRMAN

Marc Pearl founded **IT Policy Solutions** in 2003. He has lived and worked in Washington, DC for more than two decades, and has focused his public policy government relations expertise in the technology policy space for close to ten years. Marc specializes in such issues such as cyber security, privacy, ID management, new media, cross-border jurisdiction, Internet tax and digital intellectual property rights. His knowledge of the legislative and regulatory process at the federal, state and international levels makes him a valued counsel to clients seeking advice on a range of technology-related policy issues. Marc's clients include a wide range of companies and associations in the risk management, financial services, health care, telecommunications, transportation and nonprofit sectors.

Marc most recently led Fleishman-Hillard's government relations subsidiary's Tech/Telecom/eCommerce practice group. Before joining FH|GPC, Marc was partner and led the eCommerce policy practice group at the international law firm, Shaw Pittman LLP. Prior to entering private practice, Marc was general counsel and senior vice president of government affairs at the Information Technology Association of America, one of the nation's largest and most respected digital economy industry trade associations. He also served as chief of staff, House Appropriations Committee associate, and legislative counsel to senior Members of Congress.

Marc Pearl has led numerous legislative and public policy industry coalitions, including alliances that addressed and helped passed Y2K millennium bug liability legislation, digital authentication and eCommerce transaction jurisdiction. He has represented the private sector on U.S. government on delegations at the World Trade Organization and the World Intellectual Property Organization; and currently serves on the U.S. State Department's delegation to The Hague Conference on Private International Law. Marc was a member of the industry-negotiating team that advised Congress on the ISP provisions of the *Digital Millennium Copyright Act of 1998*.

Marc 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 both clients and decision makers. He is widely recognized and respected in the Washington, DC policymaking community and was named by *Congressional Quarterly* as one of the "Ten Leading IT Lobbyists" in Washington. He is a sought-after print and broadcast media spokesman on technology, new media, Internet and digital economy policy issues. He has served as a faculty member or speaker at numerous national and 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 Rüscklikon Center's Global Dialogue.

Marc Pearl grew up in Detroit, Michigan and received a Bachelor of Arts with honors from Case Western Reserve University and his JD from Emory University.



## **Kelli A. Emerick**

*PRESIDENT*

Kelli Emerick is a co-founder of **IT Policy Solutions**. Previously, she was a Senior Vice President at FH|GPC for more than three years, and formerly was with the lobbying firm, Downey-Chandler. Ms. Emerick has worked with congressional leaders and their staffs advocating for public policy issues important to the on-going development of the technology industry for more than half a decade. Her knowledge of industry issues is extensive – particularly in the areas of broadband, encryption, H-1B immigration visas, instant messaging, international satellite reform, Internet privacy and wireless E-911. Ms. Emerick has extensive experience working with the high tech industry, representing clients such as Microsoft, SAP America, Teledesic and Ericsson, as well as a coalition of small Internet start-up companies.

In addition to her direct client work and experience, Ms. Emerick has assisted Members of Congress by coordinating conferences focusing on public policy and the Internet, and worked directly with the Congressional Internet Caucus. Further, she has provided technology policy counsel to a number of Congressional campaigns. In 1994 Ms. Emerick worked on the Senatorial campaign for California Congressman Michael Huffington. In addition to information systems management and media relations, she worked directly with the Ambassador and Mrs. Roy Huffington, managing their campaign activities.

Kelli Emerick also worked for former President Ronald Reagan as a public affairs intern. She helped to coordinate media activities for the Dedication of the Ronald Reagan Presidential Library and the visit of President and Mrs. Gorbachev. She also assisted in the preparation of President Reagan's formal remarks at a number of public events.

Ms. Emerick also has global political experience, and in 1991 she organized public and media relations for the British Conservative Party in the Hampstead and Highgate district, a key marginal seat in London. She developed and implemented the district's postal-proxy voting system.

Kelli Emerick holds a Bachelor of Arts in Political Science from the University of Southern California and a Masters of Arts in Telecommunications from the George Washington University. Currently, she serves on the boards of the Bill Emerson Group Charities and the University of Southern California Alumni Club.