

## **Why should you be elected as an ISCC Director?**

The original charter of the Internet Society included the following noble and important goals:

- supporting the technical evolution of the Internet as a research and education infrastructure;
- fostering the involvement of the academic, scientific, engineering (and other) communities in the evolution of the Internet;
- educating the academic and scientific communities and the public concerning the technology, use, and application of the Internet;
- promoting scientific and educational applications of Internet technology for the benefit of educational institutions at all grade levels, industry, and the public at large; and
- providing a forum for exploration of new Internet applications and to foster collaboration among organizations in their operation and use of the Internet.

(source: [https://en.wikipedia.org/wiki/Internet\\_Society](https://en.wikipedia.org/wiki/Internet_Society))

This work is by no means finished, and it is more important to our country and our communities today than ever.

I should be elected as an ISCC Director because: 1) my background and expertise can make an immediate and measurable contribution to the impact ISCC has in delivering on its mandate in Canada; and 2) I really care about these issues.

My background is at the intersection of strategy, technology, and policy. I've worked with (and sometimes in) governments, nonprofits, educational institutions, and scientific research organizations around the world. Whether as a tech executive or an entrepreneur, I've championed the principles upon which the ISCC is founded: that the Internet is a resource to enrich people's lives and a force for good in our society.

I've recently founded and am chief executive of Nuage Cloud Strategies, a firm that provides technology, strategy and advisory services, with a focus on digital adoption and government modernization. In addition, I currently serve as a Senior Advisor for the Canadian Digital Service at the Treasury Board of Canada Secretariat and as a member of the Government of Canada's Open Source Advisory Board.

I chair the Canadian American Business Council's Digital Task Force, which was chartered in 2017 to assess opportunities in the context of the planned modernization of the North American Free Trade Agreement (NAFTA) to promote cross-border data flows, liberalize trade in digital goods and services, and address regulatory issues that create barriers or inefficiencies in digital trade.

Previously, I led the Amazon Web Services Public Sector business in Canada where I helped

government, education, health care, and nonprofit organizations find better, more cost-effective ways to serve their customers and constituencies. I led global expansion efforts for AWS's public sector division, and regularly advised government leaders and C-suite executives on best practices in organizational transformation, digital service delivery, technology policy, workforce development, procurement, security, compliance and governance. Of particular interest to ISCC, while at AWS, I had the opportunity to directed three global programs: the Scientific Research & Technical Computing Program, the Open Data Program, and AWS Educate, an academic initiative focused on supporting the next generation of IT and cloud professionals. In the Obama Administration, I served as a member of the U.S. Federal Government's Senior Executive Service. As Associate Commissioner at the General Services Administration, I stood up the Office of Strategic Innovations with a mandate to leverage technology to transform business operations. I spearheaded the creation of 18F, an in-house digital delivery team that builds effective, user-centric digital services and directed the Presidential Innovation Fellows program, a highly competitive program that pairs government experts with private sector entrepreneurs to tackle the nation's biggest challenges.

Prior to entering government, I served as Vice President, overseeing service delivery at the National Academy of Public Administration, a non-partisan, congressionally chartered organization that assists government leaders in building more effective, efficient, accountable, and transparent organizations. As a Director, I had a fiduciary responsibility to the organization and worked closely with the Board of Directors. I was ran a multimillion-dollar research organization, providing executive oversight for all National Academy studies and leveraging a network of over 600 distinguished Fellows to deliver objective advice and expert analysis. While there, I co-founded the Collaboration Project, a cross-governmental initiative to build capacity for technology-enabled innovation, transparency and collaboration in government and led online stakeholder dialogues for the White House, Office of Management and Budget, and Department of Homeland Security.

I'm fully media trained and am a frequent commentator, speaker and advocate on government modernization, digital adoption, open source, digital inclusion and women in technology. I've been honoured twice with the prestigious Federal 100 award, which recognizes government and industry leaders who've played pivotal roles in the U.S. federal government IT community, and was named one of FedScoop's Top 50 Women in Tech.

I believe my background and expertise makes me uniquely positioned to make a difference as a member of your Board. I am committed to being a strong contributor to ISCC. More importantly, I believe with all of my heart that the Internet is a democratizing and empowering technology, and that protecting its openness and extending its access to our most vulnerable communities are important and urgent priorities.

**Are you seeking a one-year or two-year term as director?**

I am seeking a two-year term.

**Why do you want to be on ISCC's Board of Directors?**

The advancement of technology is accelerating. In Canada, we are in the midst of a public debate about the relative benefits of technology and whether the Internet is a force for good or harm in the world. Canada's readiness to embrace technological advancement will depend heavily on our collective ability to understand the opportunities for growth and innovation and mitigate the risks of disruption.

I'm a strong believer that we need more broader engagement on these issues and support ISCC's focus on education, fostering participation, and serving as a focal point for cooperative efforts to promote the Internet as a positive tool to benefit all people throughout the world. ISCC is uniquely able to bring knowledgeable experts to the table to inform important discussion and decisions on issues that will have an enormous impact on our future. I'd like to help.

**What specific skills or experiences do you have that make you the best candidate for the ISCC Board?**

I've outlined my experience in rather excruciating detail earlier in this application, so let me simply add that I work hard and I have fun. I'm on the Board, we'll get meaningful work done and we'll have a great time doing it.

**What do you feel are the top three challenges and opportunities facing the Canadian Internet Community during the next three to five years?**

1. Expanding access to the Internet and internet-based skills to our vulnerable and remote communities.
1. Establishing privacy by default while accelerating growth and investment in internet-based technologies and businesses.
2. Encouraging competition in a landscape dominated by powerful legacy telecommunications providers.

**What specific actions do you propose to address one or more of these challenges and opportunities?**

I have a particular interest in joining the policy committee.

The policy, regulations, and laws being considered and/or drafted by government need the informed input that can only come from expert practitioners. I propose to build communities of expertise from among our members--and as a way to attract new members. We can draw on these communities to inform policies and positions, and set a new standard for high quality and influential research and guidance.

**Please describe your understanding of the role of a Director on the ISCC Board.**

ISCC is a relatively new organization which depends on volunteers to advance its objectives. Accordingly, Directors are expected to prepare for and attend up to 13 Board meetings per year, participate on at least two committees, and generally assist with one or more of ISCC's core activities, which are Internet policy development, membership development, attracting

sponsorships, and programs and events planning and execution.

**If elected as a Director, can you make the required time commitment to contribute significantly to ISCC in accordance with what is generally expected of Directors?**

Yes.

**If elected as a Director, are you prepared to abide by the ISCC Articles of Continuance, Bylaws, Board Resolutions and Policies as amended from-time-to-time?**

Yes.

**Do you agree to abide by the ISCC process for candidate nominations for the election of Directors that has been described to you?**

Yes.

Lena Trudeau