

Mark E. Jeftovic

Co-founder & CEO, easyDNS Technologies Inc.



1 Provide a statement of up to 1,000 words in length indicating why you should be elected as an ISCC Director and include relevant biographical information.

Today more than ever, events have shown how integral and persuasive the Internet has become in all facets of our lives. It acts as a medium and delivery vehicle for not only ecommerce, upon which more and more of our economy is based; but also for political discourse and the exchange of ideas. It is a reasonable analogy to say that the Internet has become a kind of dial tone for modern civil institutions. Most of us spend most of our time that we devote to this new technology focusing on day-to-day practicalities of our own businesses or endeavours. Organizations like the ISOC play an important role. By providing much needed macro, cross-discipline and long-term perspective, our industrial, cultural and political leaders can put events into coherent perspective, gain a sum-is-greater-than-the-parts understanding and better mesh their own initiatives with the overall arc of this technology.

My involvement in the Internet starts in the mid-90's and I have experience across an entire spectrum of roles. From front line tech support in one of Canada's first dial-up ISPs, to system and network engineer, programmer, developer until I eventually found myself a CTO and then CEO of easDNS, a company with customers in over 100 countries worldwide that has been operating in this space since 1998.

I have prior policy experience as a former director to the Canadian Internet Registration Authority (CIRA) and am author of the forthcoming Packt Publishing book 'Managing Mission Critical Domains & DNS'.

My combination of direct technical experience (I can read and cut code) and personal focus on history, economics, finance and technology, when fused with the real word vagaries of running an internet technology company for nearly 20 years offers me a unique skill set that may be helpful to the ISOC.

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2 Are you seeking a one-year or two-year term as director? (please bear in mind that you may not necessarily be appointed to your preferred term)?

2 years.

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

My prior policy work was very rewarding and enabled me to put my experience to work at wider level than simply running a company. After my term at CIRA I became a father so I stepped back from wider policy work during my daughter's formative years. I'm now ready to return to these kinds of roles.

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

In addition to my experience as a technology professional and C-level executive I possess a distinctive blend of pattern recognition, a quick study, ability to synthesize data from across disciplines, ability to identify underlying assumptions along with a willingness to test their validity as well as a knack for identifying trends and sensing change (read: amateur futurist). Combine this with my communications acumen and I think I can be of value to the Board.

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

1 Opportunity: Creative Disruption

What is needed is the ability to let disruptive technologies find their footing and achieve critical mass rather than protecting incumbents. Having legislation that allow pioneers to test new business models. Canada has the technology talent and ability to be a leader in blockchain, fintech, IoT, AI and mesh networks (which could help achieve universal access across the entire remote reaches of Canada); but in many cases start-ups are disincentivized because of legislative uncertainty or artificial barriers-to-entry.

2 Opportunity/Challenge: Personal Data Sovereignty

Recent events such as the Equifax hack, where citizens had their identities compromised from an entity to which they did not opt-in and the ongoing Facebook / Cambridge Analytica scandal has exposed the issue of Personal Data Sovereignty (PDS). Here is where we have the opportunity to act on this growing awareness to cultivate frameworks and conditions which protect the data sovereignty of the individual. This could become a vanguard to the world and provide early-mover advantages in Canadian companies that cater to PDS.

3 Opportunity/Challenge: Platform Neutrality

Intertwined with this, the recent debate around net-neutrality, did not address at all the later revelations that monopolistic platforms are shaping narratives, for profit (Facebook) or ideology (Twitter), engaging in what amounts to active filtering and de-facto censorship under the guise of protecting the public from fake news.

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

It would be the ISOCs role to prevail upon lawmakers to enact policies that further these aims or remove those that impede them. An example would be the creation or promotion of a regulatory sandbox within which emerging crypto-currency entities could operate while the wider legislative body takes form.

The ISOC would further seek to raise awareness amongst the public around these issues.

One idea would be a public consultation with the objective of creating a Personal Data Bill of Rights, which would encapsulate core tenets of protecting personal data from abuse and to promote similar ideals of net neutrality at the platform level. This could then be touted to policymakers as a viable departure point to enshrine these rights.

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

Directors comprise the Board, which generally sets and manages the aims and direction of the organization; oversees the staff and finances and ensures the organization meets its legal requirements.

I would be expected to attend Board meetings (remotely or in-person), to review and collaborate on documents or other projects the Board undertakes, participate in discussions, email, teleconference, etc.

8 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.

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9 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.

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

Yes.