

**SIEPR Policy Forum: Future of the Internet  
April 30, 2010**

**SPEAKER BIOS**

**Chris Anderson**

*Editor-in-Chief, Wired Magazine*

Chris Anderson is editor in chief of WIRED magazine, a position he took in 2001. During his tenure, the magazine has been nominated for nine National Magazine Award nominations and has won the prestigious top prize for general excellence three times (2005, 2007 and 2009). At the end of 2009, AdWeek honored this consistent record of success by naming WIRED “Magazine of the Decade”.



Anderson is the author of The New York Times best- sellers, *The Long Tail* and *FREE: The Future of a Radical Price*. He is also one of the founders of *Booktour.com*, a free online service that connects authors on tour with potential audiences. In April 2007, Anderson was named to the "Time 100," the news magazine's annual list of the most influential people in the world.

Previously, Anderson was at *The Economist*, where he served as U.S. business editor, Asia business editor and technology editor. Anderson's media career began at the two premier science journals, *Nature* and *Science*, where he served in several editorial capacities. Anderson holds a Bachelor of Science degree in Physics from George Washington University and studied Quantum Mechanics and Science Journalism at the University of California at Berkeley.

**Julius Genachowski**

*Chairman, Federal Communications Commission*

Julius Genachowski was nominated by President Barack Obama as Chairman of the Federal Communications Commission on March 3, 2009, and sworn into office on June 29, 2009.



Chairman Genachowski has two decades of experience in public service and the private sector. Prior to his appointment, he spent more than 10 years working in the technology industry as an executive and entrepreneur. He co-founded *LaunchBox Digital* and *Rock Creek Ventures*, where he served as Managing Director, and he was a Special Advisor at *General Atlantic*. In these capacities, he worked to start, accelerate, and invest in early- and mid-stage technology and other companies. From

1997-2005, he was a senior executive at IAC/InterActiveCorp, a Fortune 500 company, where his positions included Chief of Business Operations and General Counsel.

Genachowski's public service spanned broadly across government. His confirmation as FCC Chairman returns him to the agency where, from 1994 until 1997, he served as Chief Counsel to FCC Chairman Reed Hundt, and, before that, as Special Counsel to then-FCC General Counsel (later Chairman) William Kennard. Previously, he was a law clerk at the U.S. Supreme Court for Justice David Souter and Justice William J. Brennan, Jr. (ret.), and at the U.S. Court of Appeals for the D.C. Circuit for Chief Judge Abner Mikva. Genachowski also worked in Congress for then-U.S. Representative (now Senator) Charles E. Schumer (D-N.Y.), and on the staff of the House select committee investigating the Iran-Contra Affair.

Genachowski has been active at the intersection of social responsibility and the marketplace. He was part of the founding group of New Resource Bank, which specializes in serving the needs of green entrepreneurs and sustainable businesses, and has served on the Advisory Board of Environmental Entrepreneurs (E2). He also served as a board member of Common Sense Media, a leading non-partisan, non-profit organization seeking to improve the media lives of children and families.

Genachowski received a J.D from Harvard Law School (magna cum laude), where he was co-Notes Editor of the Harvard Law Review. He received a B.A. from Columbia College (magna cum laude), where he was Editor of Columbia Spectator's Broadway Magazine, re-established Columbia's oldest newspaper (Acta Columbiana), and was a writer and researcher for Fred Friendly. He was also a certified Emergency Medical Technician who served on the Columbia Area Volunteer Ambulance, and taught cardiopulmonary resuscitation (CPR).

Genachowski, a son of immigrants, is married to Rachel Goslins and has three children.

### **Blair Levin**

*Executive Director of the Omnibus Broadband Initiative,  
Federal Communications Commission*



Blair Levin currently is the Executive Director of the Omnibus Broadband Initiative at the Federal Communications Commission. In his current role, he oversees the development of a National Broadband Plan, a project mandated by Congress in the America Recovery and Reinvestment Act. Mr. Levin rejoined the Commission in June after eight years as an analyst at Legg Mason and Stifel Nicolaus. As Barron's Magazine noted, Levin "has always been on top of developing trends and policy shifts in media and telecommunications ... and has proved visionary in getting out in front of many of today's headline making events."

Previously, Mr. Levin served as Chief of Staff to FCC Chairman Reed Hundt from December 1993 through October 1997. Mr. Levin oversaw, among other matters, the implementation of the historic 1996 Telecommunications Reform Act, the first spectrum auctions, the development of digital television standards, and the Commission's Internet initiative.

Prior to his position with the FCC, Mr. Levin was a partner in the North Carolina law firm of Parker, Poe, Adams and Bernstein, where he represented new communications ventures, as well as numerous local governments on public financing issues. He is a summa cum laude graduate of Yale College and Yale Law School.

### **Jonathan Levin**

*Professor of Economics, Stanford University*

Jon Levin is Professor of Economics at Stanford University and Senior Fellow at the Stanford Institute for Economic Policy Research. He has broad research interests including the organization and design of markets, the economics of technology, contracting, and consumer credit and insurance. He is a Fellow of the Econometric Society, a Sloan Research Fellow and a National Science Foundation Career award recipient. He was an undergraduate at Stanford and has been a member of the faculty for ten years.



### **Byron Reeves**

*Paul C. Edwards Professor of Communication  
Director, Graduate Program in Co-terminal Media Studies  
Co-Director, H-STAR (Human Sciences and Technology Advanced  
Research)*

Byron Reeves received a B.F.A. in graphic design from Southern Methodist University and his M.A. and a Ph.D. in communication from Michigan State University.

Prior to joining Stanford in 1985, he taught at the University of Wisconsin where he was director of graduate studies and associate chair of the Mass Communication Research Center.

He teaches courses in mass communication theory and research, with particular emphasis on psychological processing of interactive media. His research includes message processing, social cognition, and social and emotion responses to media, and has been published in books of collected studies as well as such journals as *Human Communication Research*, *Journal of Social Issues*, *Journal of Broadcasting*, and *Journalism Quarterly*. He is co-author of *The Media Equation: How People Treat*



*Computers, Television, and New Media Like Real People and Places* (Cambridge University Press).

His research has been the basis for a number of new media products for companies such as Microsoft, IBM, and Hewlett-Packard, in the areas of voice interfaces, automated dialogue systems and conversational agents. He is currently working on the applications of multi-player game technology to learning and the conduct of serious work.

**David Reiley**

*Research Scientist, Yahoo!*



David is a pioneer in the use of field experiments in economics. Economics has historically been an observational rather than an experimental science, but David has been leading a movement to introduce experiments wherever possible. He has used field experiments to test theories of auction bidding and charitable fundraising, and is currently using experiments to measure the effects of display advertising on advertisers' sales.

David is at Yahoo! Research while on leave from his position as the Arizona Public Service Professor of Economics at the University of Arizona. He has previously taught at Vanderbilt University and the Kellogg School of Management at Northwestern University.

In addition to his leadership in the area of field experiments, David also achieved recognition as the first academic expert on the economics of online auctions. He has also pursued recent research on the effects of bus-driver incentives in Santiago, and on the strategic play of professional soccer and poker players.

David serves as Vice President of Information for the Economic Science Association, a worldwide professional organization of experimental economists. He is a past president of the Society of Economic Educators. David is the Co-Editor for Field Experiments at *Economic Inquiry*, and he also serves on the editorial boards of *Experimental Economics* and the BE Press Journals of *Economic Analysis and Policy*. He is a Faculty Research Fellow at the National Bureau of Economic Research.

David holds a bachelor's degree in Astrophysical Sciences from Princeton University, and a PhD in economics from MIT.

**Greg Rosston**

*Deputy Director, SIEPR*

Greg Rosston is a Research Fellow at SIEPR and Visiting Lecturer in Economics at Stanford University. His research has focused on industrial organization, antitrust and regulation. He has written numerous articles on competition in local telecommunications, implementation of the Telecommunications Act of 1996, auctions and spectrum policy.

**Pamela Samuelson**

*Professor, Berkeley Law School and the School of Information  
Director, Berkeley Center for Law & Technology*

Pamela Samuelson is recognized as a pioneer in digital copyright law, intellectual property, cyberlaw and information policy. She has written and spoken extensively about the challenges that new information technologies are posing for public policy and traditional legal regimes. Since 1996, she has held a joint appointment with the Berkeley Law School and the School of Information. She is the director of the Berkeley Center for Law & Technology, serves on the board of directors of the Electronic Frontier Foundation and the Electronic Privacy Information Center, and on advisory boards for the Public Knowledge, and the Berkeley Center for New Media. She is also an advisor for the Samuelson Law, Technology and Public Policy Clinic. Since 2002, she has also been an honorary professor at the University of Amsterdam.

**Derek Slater**

*Senior Policy Analyst, Google, Inc.*

Derek Slater is a Senior Policy Analyst on Google's public policy team. Since joining the company's Mountain View team in 2007, Derek has focused on research and technology initiatives to help support the development of effective broadband policy. He is a member of Google's Fiber for Communities Project, which will build and test ultra high-speed broadband networks delivering 1 gigabit per second fiber connections to individual homes in one or more communities. He has also worked with Vint Cerf and a group of academic researchers to launch Measurement Lab, an open platform for broadband measurement that is now being used by the FCC and Greece's telecom authority, among others.



Prior to joining Google in September 2007, he was the Electronic Frontier Foundation's Activism Coordinator. Derek joined their staff after graduating in January 2006 from Harvard College with a B.A. cum laude in Government. He was also a researcher at Harvard Law School's Berkman Center for Internet and Society, becoming the first undergraduate to be named a student fellow.

**Owen Van Natta**

*Former CEO of MySpace*



Owen Van Natta served as the CEO of MySpace from April 2009 until February 2010. He also served as the Chief Revenue Officer at Facebook.

Prior to Facebook, Owen was Vice President of Worldwide Business and Corporate Development at Amazon. He was part of the executive team of A9.com, the Amazon search company, and he was responsible for business development and sponsored-link advertising.

Owen holds a bachelor's degree from the University of California at Santa Cruz.

**Barbara van Schewick**

*Assistant Professor of Law, Stanford Law School,  
Professor of Electrical Engineering (by Courtesy),  
Faculty Director of Stanford Law School's Center for Internet and Society*



Barbara van Schewick is an Assistant Professor of Law at Stanford Law School and an Assistant Professor of Electrical Engineering (by courtesy) at Stanford's Department of Electrical Engineering. She is the Faculty Director of Stanford Law School's Center for Internet and Society.

Van Schewick's research focuses on the economic, regulatory, and strategic implications of communication networks. In particular, she explores how changes in the architecture of computer networks affect the economic environment for innovation and competition on the Internet, and how the law should react to these changes. This work has made her a leading expert on the issue of network neutrality. Her book "Internet Architecture and Innovation" will be published by MIT Press this spring.

Prior to joining the Stanford Law faculty, van Schewick was a senior researcher at the Technical University Berlin, Germany, and a nonresidential fellow of the Center for Internet and Society. Van Schewick has advised the German Federal Ministry of Education and Research on innovation and technology policy and worked with the

German Federal Network Agency on spectrum policy. From August 2000 to November 2001, she was the first residential fellow at the Center for Internet and Society.

## **Hal Varian**

*Chief Economist, Google*

Hal R. Varian is the Chief Economist at Google. He started in May 2002 as a consultant and has been involved in many aspects of the company, including auction design, econometric analysis, finance, corporate strategy and public policy.

He also holds academic appointments at the University of California, Berkeley in three departments: business, economics, and information management.

He received his SB degree from MIT in 1969 and his MA in mathematics and Ph.D. in economics from UC Berkeley in 1973. He has also taught at MIT, Stanford, Oxford, Michigan and other universities around the world.

Dr. Varian is a fellow of the Guggenheim Foundation, the Econometric Society, and the American Academy of Arts and Sciences. He was Co-Editor of the American Economic Review from 1987-1990 and holds honorary doctorates from the University of Oulu, Finland and the University of Karlsruhe, Germany.

Professor Varian has published numerous papers in economic theory, industrial organization, financial economics, econometrics and information economics. He is the author of two major economics textbooks which have been translated into 22 languages. He is the co-author of a bestselling book on business strategy, *Information Rules: A Strategic Guide to the Network Economy* and wrote a monthly column for the New York Times from 2000 to 2007.

