



Contact:
John Yaros
Securities Bureau Chief
(208) 332-8077

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Idaho Department of Finance Announces Emerging Technology Advisory Committee Members

Boise, Idaho... The Idaho Department of Finance (IDOF) announced the membership of its Emerging Technology Advisory Committee (ETAC) today that will serve as the thought leadership and advisory arm of the IDOF's Financial Innovation Lab (FIL). The ETAC consists of some of the most respected and well-known leaders on finance and technology issues from across Idaho and the country. ETAC Members will assist the IDOF in understanding, developing solutions and frameworks, and applying Idaho values to technological innovations in the financial sector.

The IDOF also announced that Edward Vasko, the Director of Boise State University's Institute for Pervasive Cybersecurity will serve as the inaugural ETAC Chair. Vasko is a prominent cybersecurity leader and entrepreneur with over 30-years of experience leading companies, serving on advisory boards, and assisting government leaders on cybersecurity issues. Vasko is also spearheading efforts to create a "Ready to Work" cyber workforce to account for the shortage of cybersecurity workers that will present valuable economic opportunities to Idahoans.

"I am truly honored to be selected by IDOF to be the ETAC Chair and work with the amazing team of assembled state and national leaders. The threats against financial technology providers directly impacts all Idahoans and businesses within our great state. The frameworks and strategies developed and produced by the ETAC will continue to place Idaho at the forefront of cybersecurity and financial technology innovation," said **Edward Vasko**, Chair of the IDOF FIL ETAC.

"We are thankful to have such an esteemed group of experts providing the IDOF with key knowledge, ideas, and solutions to ensure that Idaho is a leader in the financial technology space. The ETAC's work is integral to ensuring that Idahoans are able to safely interact with innovative financial technologies, while also reaping the benefits of the technological revolution occurring in the financial industry," said **Patricia Perkins**, Director of the Idaho Department of Finance.

"The IDOF is honored to have this group of prestigious leaders advising the Department and helping Idaho become a leader on emerging financial technology issues. The ETAC's thought leadership will help shape local, national, and global frameworks and strategies related to emerging technologies that will benefit Idahoans," said **John Yaros**, Securities Bureau Chief of the Idaho Department of Finance.

The ETAC will act as a critical tool in helping the IDOF protect Idahoans from financial harm, while also enabling Idaho to benefit from the tremendous opportunities inherent in these emerging technologies and innovations. ETAC members represent a wide array of perspectives and possess unique backgrounds from their successful experiences in academia, finance, technology, and government. The IDOF is proud to work with key national and local ETAC members including Idaho stakeholders from Boise State University, Capital Eleven, Clearwater Analytics, and Kount. Please see the ETAC member bios below for more information.

ETAC Bios

Rebecca Alcorn

Rebecca is currently a director at Mindset where she advises clients on financial services matters. Prior to joining Mindset, Rebecca served as senior policy advisor to Senator Mike Crapo (ID) and led the Senator's work on the Senate Banking, Housing and Urban Affairs Committee, where he formerly served as Chairman. Through her work on financial services issues, Rebecca strengthened relationships with other offices throughout Capitol Hill and gained an in-depth understanding of the legislative process. She simultaneously served as shared staff with the Senate Finance Committee, where the Senator is Ranking Member and worked closely with his health, tax and economic teams.

She joined the Senator Crapo's office in 2016 after serving as a legislative assistant for her hometown representative, Congresswoman Renee Ellmers (NC-02). She received her Master of Business Administration from the University of Maryland and her Bachelor of Arts in Political Science with a minor in Spanish from North Carolina State University.

Lisa Atkinson

Lisa Atkinson is a Senior Vice President of Treasury Management at Zions Bank. She is responsible for Idaho's treasury management business development strategy, revenue, and risk. She leads a team of treasury management officers throughout the region.

Atkinson has more than 20 years of financial experience. Throughout her career, she has filled various roles in operations, marketing, sales, and leadership.

She leverages her knowledge of business, finance, banking, technology, credit, and risk management to direct the delivery of cash management solutions that best serve clients. She advises business clients on collections, disbursements, information reporting, capital management, employee management and risk management.

Atkinson holds a bachelor's degree in communication, with an emphasis in public relations, from Pacific Lutheran University.

Leisel Bogan

Leisel is a Director for TechCongress and an advisor for other organizations focused on emerging technologies, information security, and foreign policy. Recently, Leisel was a Research Fellow at the Harvard Kennedy School's Belfer Center for Science and International Affairs, led the first Congressional Digital Service pilot fellowship on the House Select Committee on Modernization, and before that effort, served as a Senior Fellow for Cybersecurity, Technology, and National Security in the U.S. Senate.

Before her work in Congress, Leisel focused on global cybersecurity and technology strategy at PwC. She has held two academic appointments at Stanford University as a Research Fellow on cybersecurity and emerging technologies, foreign policy, and national security. Leisel has also worked at Palantir Technologies and Warner Bros. Entertainment in their new media division and has served as a senior advisor to several former Cabinet members, including former Secretary of State Condoleezza Rice. At the geopolitical consulting firm RiceHadleyGates, LLC, she advised clients on emerging technologies in emerging markets, China, the EU, and Eurasia. She has written for various publications, collaborated on two bestselling books, spoken at a DEFCON village for the National Academy of Sciences, and guest lectured at the HKS, Pepperdine University, Penn State Law, and Georgetown University. She has been a Term Member of the Council on Foreign Relations and holds a BA from CSUB and a master's degree from Pepperdine University. She began her career in television and print advertising at age five.

Conor Carney

Conor is a Government Affairs Associate at Robinhood Markets, Inc. Prior to joining Robinhood, Conor spent six years on Capitol Hill, most recently serving as Legislative Director for Rep. Lee Zeldin (NY-01). Prior to working for Rep. Zeldin, Conor served as Senior Legislative Assistant to Rep. John Rose (TN-6), Legislative Aide to Senator Bob Corker (TN), and Legislative Assistant to Rep. Renee Ellmers (NC-2). Conor holds a B.A. in Finance from the Boston College Carroll School of Management.

Larry Clinton

For over 20 years Mr. Clinton has been President and CEO of the Internet Security Alliance (ISA). ISA is a multi-sector trade group that takes a market-oriented approach to reducing cyber risk. ISA is a thought leader both with respect to how enterprises ought to address cyber risk, and on how the government needs to reform to better address the growing cyber risk from nation-states and international criminals.

In the enterprise security space ISA is probably best known for its series of Cyber Risk Oversight Handbooks for Corporate Boards. Starting in 2013 in partnership with the National Association of Corporate Directors (NACD) ISA published a dozen versions of these Handbooks in 5 languages on 4 continents. ISA also developed Handbook versions in partnership with entities such as DHS, the FBI, the US Secret Service, the European Conference of Director Organizations, the German Federal Office for Information Security, the OAS, the Japanese Federation of Businesses, and many others.

The Cyber Risk Oversight Handbooks are the only set of cybersecurity best practices that have been independently assessed and found to result in tangible security outcomes. PWC found that the Handbook helped organizations increase their cyber risk budgets, improve risk management, and develop closer alignment of cyber risk policy with overall business goals to help create a culture of security. A 2022 MIT study found organizations using the Handbook saw as much as an 80% reduction in cyber events and could substantially increase their security without increasing cost.

Mr. Clinton is also actively working with governments to enhance their cybersecurity. In addition to testifying before Congress on multiple occasions, he has briefed the NATO Cyber Center of Excellence in Estonia, the G-20 Committee on the Digital Economy in Saudi Arabia, and the Organization of American States in Chile. He is the primary author of *Fixing American Cybersecurity: Creating a Strategic Public-Private Partnership*. The market oriented public policy recommendations in his book were endorsed by the House GOP Task Force on Cybersecurity and was the basis of President Obama's Executive Order on Cybersecurity which led to the creation of the NIST Cyber Risk Framework. It also led to the enactment of legislation focused on using liability incentives instead of government mandates to incentivize information sharing.

Mr. Clinton teaches a graduate course in cyber risk management at the Wharton School and has provided training for the Federal Reserve. He has served on a wide variety of boards and advisory commissions including the IT Sector Coordinating Council (two terms as Chair), The Center for Audit Quality's Cyber Advisory Committee, and the Better Business Bureau's Small Business Advisory Board. He has been a featured expert on cybersecurity in virtually every major media outlet including NPR, Fox Business News, CBS, CNBC CNN Situation Room, PBS NewsHour, and MTV in India.

NACD has named Mr. Clinton to the "Corporate 100" twice. In 2023 he was awarded a "Challenge Medallion" from DHS. He has also won SC Magazine's Editor's Choice Award for Professional Excellence, The Cyber Future Foundation's Hall of Honor, the OTA Award for Collaboration, and 3 "Reed Awards" from Campaign and Elections Magazine.

Sam Evans

As Chief Information Security Officer for Clearwater Analytics, Sam is responsible for maintaining the highest levels of information security, staying ahead of emerging cyber threats, and proactively adapting to evolving industry regulations. He brings a wealth of cybersecurity experience and risk management to Clearwater Analytics, having most recently spearheaded the establishment of a world-class Cyber Security Organization at Micron Technology. During his tenure at Micron, Sam held multiple key positions in Information Security and demonstrated his expertise in leading successful M&A integrations as Senior Director and Deputy Chief Security Officer. Sam also served as a senior analyst at Gartner, where he advised numerous CISOs at Fortune 500 companies, government agencies, and educational institutions.

Justin Feffer

Justin Feffer is an attorney and cybersecurity consulting investigator. He recently retired as the commanding officer of the Cyber Crime Section of the Los Angeles County District Attorney's Office. He was also assigned to the United States Secret Service and the Federal Bureau of Investigation cyber-crimes task forces from 2004-2020. As a sworn law enforcement officer in Southern California since 1988, and a lawyer since 1994, Justin has instructed thousands of public safety officials in cyber security, cybercrime, and digital evidence. Mr. Feffer is an Instructor at USC's Safe Communities Institute and served as an FBI-LEEDA faculty member. He has received GIAC certifications as a Security Analyst, Penetration Tester, and Forensic Analyst. Justin is a member of the State Bars of Idaho and California.

Patrick Freeman

Patrick serves as the Senior Investor Protection Principal within D.A. Davidson's Wealth Management unit. Prior to joining D.A. Davidson in 2018, he was a Supervisory Principal for LPL Financial. In 2003, Patrick started his career with AG Edwards and spent several years as a Financial Advisor. He then migrated to Operations/Assistant Program Manager under the LPL Financials Bank Channel prior to serving as a Supervisory Principal.

Patrick resides in Coeur d'Alene, Idaho where he and his wife of 32 years have raised two compassionate and industrious boys who are well into young adulthood. Away from the office, Patrick enjoys spending time with his wife in the outdoors, adventure motorcycle riding, and traveling.

Adam Gunther

Adam Gunther is the Senior Vice President and General Manager of the Digital Solutions team at Equifax. The Digital Solutions team, which encapsulates the Equifax global identity and fraud portfolio that includes the Kount and Midigator brands, continually strives to fulfill its mission to be the world's premier AI-driven digital enablement solution provider by bringing highly-innovative identity, payment, and compliance technologies to market. The organization partners with over 20,000 digital businesses around the globe; including Staples, Chase, Barclays, BlueSnap, and Inspire Brands.

Prior to his current leadership role, Adam joined Equifax in 2019 where he served as the Senior Vice President of Digital Identity before eventually attaining the position of Chief Product Officer for the Digital Solutions team. Adam was responsible for spearheading the effort to transition the company's Identity and Fraud portfolio from multiple standalone products to a suite of solutions built on a fully integrated platform, delivered with a single API.

Before joining Equifax, Adam spent 16 years at IBM in various product management and engineering leadership roles. He recently served as the product executive responsible for IBM's worldwide portfolio of Trusted Identity offerings built on blockchain technology and led global product management for IBM Cloud Platform (Bluemix).

Adam holds a B.S. in Computer Science from The Pennsylvania State University. He previously served on the board of directors for SecureKey Technologies and currently volunteers for Pack for a Purpose, an organization that enables travelers to make meaningful contributions to the places they visit.

[Alice Hau](#)

Alice is a machine learning engineer at Block with broad experience ranging from the startup ecosystem of Silicon Valley to Congress. Previously, she served as a Fellow and Professional Staff Member on the Senate Commerce Committee, where she focused on revitalizing domestic semiconductor production and cementing public investment into application-oriented emerging technology research. Her work culminated in the passage of the CHIPS and Science Act and the National R&D Strategy for Distributed Ledger Technology Act. Previously, she co-founded an AI startup and led the company to raise over \$4 million in seed capital. Since then, the company has gone on to successfully raise its Series A.

Alice holds a B.S. in Computer Science and an M.A. in Philosophy from Stanford University, where she worked with Stanford's Institute for Human-Centered AI to build bridges between academia and industry to scale the positive impact of AI research.

[Travis Hawkes](#)

Travis is a successful entrepreneur, seed investor, fundraiser, business strategist, and problem solver. As a "deal junkie," he is always on the lookout to find win/win partnerships and create value and excellence for all involved. He has worked in private equity, venture capital, real estate development, retail operations, public relations, and political strategy.

Travis currently serves as Managing Partner at Capital Eleven and Capital Auto Loan, as Chairman of the Sports Fan Group (a retail chain holding company), as a fund manager for C11 related investments, and as a Board Member, mentor, and advisor to multiple portfolio companies. A strong believer and defender of company culture, Travis inspires others through leadership, vision, and excitement.

Travis earned his BBA in Business Management at the Boise State University College of Business and Economics and is a passionate Broncos fan. He loves steak tacos, his iPhone, and sneakers (Jordans and Kobes). Travis was born and raised in Boise, is married with three children, and lives in Meridian.

[Carole House](#)

Carole House is an Executive in Residence at Terranet Ventures, Inc., and a Nonresident Senior Fellow at the Atlantic Council. She also currently serves as the Chair of the Technology Advisory Committee (TAC) to the Commodity Futures Trading Commission (CFTC), as an Advisory Board member for Third Way's U.S.-China Digital World Order initiative, and recently served at the White House National Security Council (NSC) as the Director for Cybersecurity and Secure Digital Innovation. Carole joined the NSC from the U.S. Treasury's Financial Crimes Enforcement Network (FinCEN), where she led cybersecurity, virtual currency, and emerging technology policy efforts as a Senior Cyber and Emerging Technology Policy Officer.

Prior to FinCEN, Carole worked as a Presidential Management Fellow supporting the White House Office of Management and Budget's Cyber and National Security Unit and the U.S. Senate Committee on Homeland Security and Governmental Affairs on cybersecurity, supply chain risk management, and critical infrastructure protection policy issues. Carole is a former Army Captain who served in chemical defense and military intelligence until November 2014, including a deployment to Kandahar Province, Afghanistan, from 2012 to 2013 in support of Operation Enduring Freedom. She holds a BA in International Affairs from the University of Georgia and an MA in Security Studies from Georgetown University.

[Vanessa Kargenian](#)

Vanessa Kargenian serves as the lead crypto thematic researcher for Fidelity's Center of Applied Technology, authoring original reports, advising senior leadership, and working closely with Fidelity's blockchain incubator. She

is fascinated with how blockchain technology, AI, and tokenized assets are reshaping business operations and global financial public policy frameworks.

Prior to Fidelity, she served as a Cybersecurity Bank Examiner and FinTech Policy Advisor at the Federal Reserve Bank of New York, where she advised Federal Reserve executive management on the impact emerging technologies are having on financial industry operations, the regulatory landscape, and U.S. economy. And before that, she was a Financial Analyst at Apple Inc. Ms. Kargenian holds a bachelor's in economics and a master's in public policy from the University of Michigan.

Michele Lieber

Michele Lieber serves as the Senior Vice President, Global Head of Government Affairs for FactSet. In this role, Michele is responsible for developing and implementing a strategic approach to government affairs and overseeing and enhancing the government affairs capabilities and representation with key stakeholders globally. She is based in Washington, D.C.

Michele brings over 25 years of strategic government relations experience to the position and prior to joining FactSet she was most recently with BluePoint DC, a consulting firm she founded that provided strategic guidance on government and regulatory issues for CEOs and senior management. Throughout her career, Michele's deep expertise has guided organizations to achieve public policy results, build strategic corporate programs, and navigate regulatory and legislative issues. She also has a well-established track record of serving as a liaison to legislators and government officials on key business issues.

Prior to BluePoint DC, Michele led the Washington, D.C. office for Ally Financial where she played an integral role in the evolution of the company from a non-bank to a bank and designed a political program and advocacy function.

Michele also served as a Director of Legislative and Regulatory Affairs, Financial Services for General Motors Corporation (GM). In that position she was primarily responsible for policy strategy and legislative and regulatory leadership for their GMAC finance company and GM Asset Management. Before GM, Michele worked for Zurich Financial Services Group.

Michele also serves on the Board of Directors of Lendmark Financial Services and was an adjunct professor at Georgetown University School of Business. In her spare time Michele enjoys mentoring many people on Capitol Hill who have gone on to serve in leadership roles both in the government and in the private sector. She has a bachelor's degree from Brandeis University and holds her law degree from the University of Pittsburgh.

Alexander F.L. Sand

Al is a founding member of the Chamber's ranked Cybersecurity and Privacy practice group, comprised of 160 professionals across 35 countries, at the international law firm of Eversheds Sutherland. He provides practical and actionable advice on complex and evolving privacy and cybersecurity regulations, including CCPA/CPRA, GLBA, CDPA, CPA, FCRA, NY DFS cybersecurity regulations, NY SHIELD Act, MA data security regulations and state data broker requirements. Al also counsels clients responding to data breaches and related regulatory investigations; developing global cybersecurity and privacy programs; negotiating privacy and cybersecurity issues in technology transactions; and on cybersecurity and privacy risks in mergers and acquisitions. In addition, Al advises clients on emerging risks and regulatory considerations around Artificial Intelligence. Prior to joining Eversheds Sutherland, Al helped lead cybersecurity and virtual currency initiatives while working at the New York State Department of Financial Services, including the development and drafting of the department's cybersecurity regulations.

[ETAC Chair Edward Vasko](#)

Edward Vasko, CISSP, is the Director of Boise State University's Institute of Pervasive Cybersecurity. He is a cybersecurity leader and entrepreneur with over 30-years of industry experience. Prior to joining Boise State University, Edward established and was a Senior Vice President at Avertium, a leading national managed security and consulting provider. Before establishing Avertium, he was the co-Founder and CEO of Terra Verde. Prior to being acquired by growth equity in 2018, Terra Verde was one of the nation's largest providers of cybersecurity advisory and managed security services, with over 2,000 active clients around the world.

Edward's other passion is tackling the challenge of enabling a "Ready to Work" cyber workforce. He has served on over 20 advisory boards providing expertise around cybersecurity industry needs, career pathways, and competency development. He has been appointed by multiple governors to lend his expertise to solving workforce challenges. He was the industry co-chair of the 2019 NICE Conference in Phoenix.

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