

Jon Shamah

European Digital Trust and Dissemination Expert

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Summary

A graduate of Aeronautics & Astronautics. Past roles at Hitachi, McDonnell Information Systems, Thales, CoreStreet, and NETS, spanning over 20 year's involvement in eID, Identity Management and Transaction Security. Specialising in communication and dissemination at government level, in technologies and stakeholder business issues related to Identification, Authentication, Privacy and Trust, especially in Smart-Government and eGovernment for the European Union.

Jon has been an Advisory Board member on a number of EU projects addressing Digital Society, and is formerly co-chair JCA for Identity at ITU-T. In 2017 Jon was listed in the One World Top 100 Leaders in Identity.

Jon has been instrumental in the adoption of EU digital identity, resulting in the transformation to the current EU Digital Society and eIDAS 2.0 regulations, widely seen as the most advanced globally.

Above all, a communicator. With key skills being able to translate complex technical issues into the language of stakeholders, policymakers, and decision-makers.

Jon is the co-founder, director of The Global Trust Foundation, a non-profit organisation with the goals of promoting digital awareness particularly of identity, trust, and transformation. It particularly focusses on Digital Wallets and Self Sovereign Identity.

Jon is a British citizen with Estonian e-Residency.

Domain & Program Experience

2025 **Lead Representative of European Commission in Digital Negotiations with Canada**

- Employed under contract, representing the EU as “**Expert on EU approaches to regulating Digital Identity**” and responsible for producing a study and draft agreement in conjunction with the Government of Canada to determine the path for interoperability of identity systems and Wallets together with a formal Mutual Recognition Agreement to be signed. The Digital Trade Agreement, of which this was the cornerstone, was signed at Ministerial level in December at the G7 meeting in Montreal. It provides the framework for future mutual cooperation in this domain between the EU and Canada.

2023 - **Director Global Trust Foundation (GTF)**

- Co-founder of a non-profit foundation with the goals of promoting digital awareness particularly of identity, trust, and transformation. It particularly focusses on Digital Wallets and Self Sovereign Identity. GTF is an Associate Partner in an EU Digital Identity Wallet Large Scale Pilot.
The GTF provides annual conferences between wallet developers and relying parties to harmonise technical issues and strategies in addressing the EU Digital Identity Wallet regulation and implementing acts.
- Writer of a popular weekly blog on digital identity issues published in LinkedIn. With approx 4,000 impressions per week .

2014 -2022 **Chair at EEMA**

- Chair of EEMA, the European industry/User forum focusing on eID and Information Security. Established in 1987, EEMA is an independent association of IT professionals, businesses, and governments, providing business and technical networking opportunities at both local and regional levels in the broad areas associated with digital identity and its applications, delivery, and security.
- Since its inception, EEMA conferences have hosted over 17,000 attendees.
- Additional tactical role as eID and Trust Services Technical Expert on European eGovernment projects in which EEMA participated.

2021 -2022 **eID and Trust - Communications and Dissemination Lead at H2020 GLASS EU Project**

- GLASS clarified the new paradigm for the sharing and transfer of personal information, with the citizen in control using Digital Wallets. It demonstrated to Member State teams, the distributed framework for sharing smart government services across the EU for citizens, businesses and administrations.
- It introduced novel governance services facilitating free movement to citizens and businesses, producing strong social, societal, economic, technological and scientific impact

and leading to an advanced e-government solution. Glass provided the foundation for many EU Member States do understand and develop their own specific digital Identity wallets, which are being implemented for the 2026 EU deadlines. Jon's role was:

- Responsibility for the overall dissemination, communication, and exploitation as well as providing strategic guidance across the project.

2020 -2022 eID and Trust - Communications and Dissemination Lead at H2020 DE4A EU Project

- DE4A was a Member State-driven 3 year pilot, aligned with the EU strategic e-Government Action Plan 2016-2020 and European Interoperability Framework Implementation Strategy and with full regulatory compliance. It facilitated the migration towards European Digital Public Services co-delivered across borders, across sectors and with different state-level participants, reinforcing trust in public institution, and unleashing multiple measurable positive impacts on efficiency gains and reduction of administrative burden and costs. Jon's role was:
 - Responsibility for the dissemination and communication to stakeholders across the EU.
 - Establishment of the Social, Ethical, Legal and Privacy rule sets required to guarantee safe and legally compliant transfer of information..

2019 - 2022 eID and Trust Policy expert at LOCARD

- LOCARD aimed to provide a holistic platform for chain of custody assurance along the forensic workflow, a trusted distributed platform allowing the storage of digital evidence metadata in a blockchain. Each node of LOCARD was able to independently set its own permission policies and to selectively share access to digital evidence with other nodes when deemed necessary and upon proper authorization through fine-grained policies. Jon was:
 - Responsible for establishing and building Identity and Access Management Policies for cross border interactions between all actors.
 - Responsible for Establishing Social, Ethical, Legal and Privacy rule sets.

2016 - Member of Advisory Board of ID2020

- The ID2020 Alliance is setting the course of digital ID by coordinating funding for identity and channelling those funds toward high-impact projects, enabling diverse stakeholders - UN agencies, NGOs, governments, and enterprises - to pursue a coordinated approach for identity that creates a pathway for efficient and responsible implementation at scale. Provided keynote speech at ID2020 launch at United Nations Assembly in New York addressing child-trafficking and poverty. Jon provided guidance for the organisation in building national identity schemes in less-developed countries. The ID2020 program was absorbed into an overall global initiative during the COVID pandemic.
 - Jon gave a keynote speech at the United Nations General Assembly at the inaugural meeting.

2017 - 2019 Member of Advisory Board of KONFIDO EU Project

- KONFIDO was a 3 year H2020 project, that aimed to leverage proven tools and procedures, as well as novel approaches and cutting-edge technology, in view of creating a scalable and holistic paradigm for secure inner- and cross-border exchange, storage and overall handling of healthcare data in a legal and ethical way both at national and European levels.
 - Focussing on eID and ethics oversight to ensure the project results were approved by the EU.

2017 - Member of Advisory Board of ARIES EU Project

- The main goal of the ARIES Identity Ecosystem is to provide new technologies, processes and security features that ensure highest levels of quality in secure credentials for highly secure and privacy-respecting physical and virtual identity management with the specific aim to tangibly achieve a reduction in levels of identity fraud, theft, wrong identity and associated crimes and to create a decisive competitive advantage for Europe at a global level.
 - Focussing on eID and ethics oversight to ensure the project results were compliant with GDPR and with 'background' attitudes within the EU.

2016 -2019 Advisor to Israel Prime Minister's Office on eID

- Contracted advisor on eID best practice, governance and policies, concerning usage, authentication, assurance and enrolment. Directly reporting to the Biometrics Privacy Commissioner within the Israel Prime Minister's Office. As well as providing reports and recommendations, conducted seminars for ministries to raise awareness of the advantages of e-Government services.
 - Delivered a successful key workshop between the Israel Government ministries and global major banks at the Israel Parliament exploring alternative models for delivering eIDs through financial institutions.
 - Provided ministerial level briefings across the government to build understanding and support for advanced eID policies.
 - This enabled the Prime Minister's Office to the drive through the transition from traditional ID cards to advanced eIDs.

2016 –2019 Dissemination and eID Lead, H2020 FutureTrust

- The FutureTrust project addresses the need for eGovernment eIDAS compliant globally interoperable solutions, through basic research with respect to the foundations of trust and trustworthiness, active support of the standardisation process in relevant areas, and providing Open Source software components and trustworthy services, which eased the use of portable eID and electronic signature technology into the current real world applications.
 - Responsible for internal and external communications, dissemination and partner programs
 - Responsible for applicable standards surveys
 - Participation in other technical Work Packages

2016 -2019 Dissemination and eID/Trust Lead, H2020 LIGHTest

- LIGHTest developed a lightweight trust infrastructure providing parties of electronic transactions with automatic validation of trust based on their individual trust policies. To ease integration and improve availability on any system, LIGHTest made use of the existing global Domain Name System (DNS) for publication, querying, and cross-jurisdiction translation of information relevant to make such decisions, including levels of assurance. LIGHTest is still used for trust research and implementation in Germany.
 - Responsible for internal and external communications, dissemination and community activities.
 - Supported and advised on other technical aspects led by Fraunhofer IAS.

2014 - 2016 eID Expert at ECIM EU Project

- ECIM as a platform aspires to encourage collaboration between the public and private sectors in cities, bolstering pan-European innovation and contributing in the development of smart-Government services. ECIM envisions smarter services as more user-centred as well as cost-effective in their conception and deployment.
 - Responsible for Cross-Border authentication interoperability design - including STORK and FutureID interoperability.
 - Contributor to the exploitation through describing the project application to stakeholders.

2012 -2018 Member of Advisory Board at Trust in Digital Life (TDL)

- The Trust in Digital Life Consortium is an initiative to set out a vision for trustworthy products relating to information and communications technology (ICT), including devices, applications, services, and infrastructures. Central to this vision shall be a recognition of the importance of the rule of law, security, and privacy and other core democratic freedoms in contributing to trustworthiness.

2015 Proposal Reviewer to European Network Information Security Agency (INEA)

- The Innovation and Networks Executive Agency (INEA) carried out the evaluation of proposals received under the 2014 Connecting Europe Facility (CEF) Telecom e-Identification and Authentication (eID) call. INEA utilised independent experts for this purpose.
 - Evaluated and scored prospective projects for future funding, together with two other assessors

2015 - 2018 Contracted Expert to European Network Information Security Agency (ENISA)

- Member of expert groups contracted to advice on Cybersecurity standards coordination and eIDAS Trust Services coordination with outputs as recommendations to the European Commission on its future strategy.
 - Responsible for International Cybersecurity coordination planning and SSL Web Authentication certificate gap analysis.

2015 Project Manager at ATTPS

- ATTPS (Achieving The Trust Paradigm Shift) was an FP7 project promoting the economic aspects of Trust and providing practical capabilities to demonstrate the benefits. The project successfully completed in October 2015.
 - Provided coordination and the project management function in the final year of the project (to assist in a change in roles of the previous Project Manager) and to provide guidance and vision to a successful completion of the project and hand-over of hard deliverables for sustainability via Trust In Digital Life.
 - The successful project contributed to the bedrock of Digital Trust in the EU

2012 – 2015 Dissemination and eID Lead, FutureID

- The FP7 FutureID authentication project built a comprehensive, flexible, privacy-aware and ubiquitously usable identity management infrastructure for Europe. It integrated existing eID technology, trust infrastructures, emerging federated identity management services, and modern credential technologies.
 - Responsible for internal and external communications, dissemination and partner programs
 - Responsible for assessment of AppServer integration requirements
 - Responsible for applicable standards surveys

2011

- The role of the eIDAS regulation is to boost TRUST and CONVENIENCE in secure and seamless cross-border eGovernment transactions by promoting the widespread use and uptake of electronic identification and trust services.
- Contracted Facilitator on behalf of the EU's DG-CONNECT at Ministerial Workshop on eID, in Poznan Poland. Worked one-to-one directly with EU Government ministers in closed meetings to decide key goals.
 - Outcome was agreed unanimous ministerial agreement for the recommendations which directly led to the eIDAS Trust Services Regulations being accepted into all EU member states' law in 2015 and which has driven eGovernment services in the EU since. The eIDAS Regulations and subsequent amendments in 2024 have enabled the transformation of the EU into a digitally driven block of 27 Member States using Digital Identity Wallets.

2012 - 2015 Dissemination Responsible and Banking Pilot Advisor, STORK2.0

- Secure idenTity acrOss boRders linKed 2.0 contributed to the realization of a single European electronic identification and authentication area. It built on the results of STORK 1.0, establishing interoperability of different approaches at national and EU level, eID for persons, eID for legal entities.

2010 – 2013 Thematic Network Coordinator at SSEDIC

- SSEDIC is a European Commission CIP funded Thematic Network on the future of eID.
- The objective of this network is to provide a platform for all the stakeholders of eID (electronic identity) to work together and collaborate to prepare the agenda for a

proposed Single European Digital Identity Community as envisaged by the Digital Agenda (DAE) in its Ministerial Key Action 16, and also in the Horizon 2020 vision for eGovernment.

- Founder. Role included coordination of over 100 Partners to deliver technology and stakeholder roadmaps and timelines to assist the European Commission in its long term goals and additionally driving the strategic direction of the network.

2011 – 2013 Co-Chair of JCA / Identity Management SG17, International Telecommunications Union

- The Study Groups of the International Telecommunications Union's Standardization Sector (ITU-T) assemble experts from around the world to develop international standards known as ITU-T Recommendations which act as defining elements in the global infrastructure of information and communication technologies (ICTs).
 - Co-Chair, driving liaison and collaboration between ITU-T and other Standards Bodies in the area of Identity Management, electronic Identity and Digital Signatures.
 - Managing sessions at ITU-T headquarters in Geneva.

Commercial Experience

2008 – 2012 Internationalisation Consultant, eSecurity at Nets Norway

- NETS is an eID and payments processor and has 150+ full-time personnel working within its eID eSecurity services, and its PKI organization is currently the largest in Nordics. It has been delivering numerous PKI and high end authentication services since 1997 including the Norwegian BankID and Danish national NemID schemes.
- Provided European insight and expertise to the eSecurity division, to help develop strategies to grow their customer base for PKI, Trust and other eID services internally and outside of Nordic home market. Primarily building awareness of Nets of the EU stage through driving thought-leadership at international conferences and institutions on eID and successful eGovernment. Additional input into corporate strategy across other business lines.

2008 – 2009 Interim Director of Global Sales at Intercede (6 month contract)

- Responsible for managing and reorganising business relationships across EMEA and US markets and ensuring that new and existing business was maximised in line with the market for the provision of Credential Management Systems for National eIDs and large-scale identity projects. Involvement in Kuwaiti National eID.

2004 -2008 Director, EMEA Sales, CoreStreet Ltd (Contractor)

- Responsible for building a European national eID and identity validation business from scratch through consultative sales in a push/pull model with partners. Geographic responsibility for North EMEA, Scandinavia, Russia, Israel and E Europe.
- Concentrating on technology and business which addresses the compliance and liability

needs of public sector programs: National IDs, eBorders, ePassports, health and defence projects as well as Enterprise IDM.

- Knowledge of the entire ID credential lifecycle, including CA, enrolment, distribution, operation and revocation as well as the liability and regulatory impact of ID credential usage. Familiar with issues of physical/logical convergence issues.
- Portion of time spent evangelising and providing thought-leadership to clients and stakeholders at large enterprise, government and inter-government levels.
- Building business partnerships and alliances with the majority of leading SIs and PKI vendors in EMEA. Strong relationships with Entrust, CyberTrust, EDS, RNT, KPN/Getronics, LogicaCMG, AtosOrigin, Sun etc. Other personal relationships with senior IDM, Homeland Security and C3T experts from Unisys, IBM, BT, LMCO, Accenture, Siemens, BearingPoint, CSC, Intercede, Identrust etc and card suppliers.
- Recent major business wins include: UK Ministry of Defence (DII), Norway MoD, Saudia National ID and Multi \$M pipeline.
- Representing CoreStreet on EU workgroups on electronic identity interoperability for i2010 milestones.

2002 - 2004 Director, Email-Courier Ltd

- Financed PKI based T3P secure messaging and business Application Service Provision start-up delivering an integrated identity management and communication offer with capability for legally admissible electronic business and contract exchange.
- Addressed secure archiving and commercial liability impact
- Utilised Digital Certificate secured deal-room technology
- Targeted markets: Local eGov, legal, medical and procurement.
- Responsible for business plans and offers.
- Led management team developing concept and software prior to product launch.

2000 - 2002 Director, UK e-Services - Thales Information Systems

- Head-hunted by Thales Group, Paris to establish and lead a UK based e-services Business Unit for Information Services.
- Delivered both internal and external e-services business focusing on Security/Trust, EAI, CRM, consultancy and services
- Working from PLC headquarters, gained resource buy-in across group companies to build a strong point of expertise, with matrix-based resources located in Paris, Geneva, Barcelona, Frankfurt, and Crawley.
- Built external partnerships with companies such as Baltimore and IBM to construct new business offers.
- Led bid-team and won integrated eProcurement portal solution across group of 25+ UK companies.
- Exceeded P+L break-even target in first year of operations with £200K profit on £1.2M recognised UK SBU sales
- Participated and led a number of Thales Group strategic business initiatives across EMEA.
- Represented Thales Group at UK and French industry forums.
- All European e-services business units disbanded as part of late 2001 re-organisation of

Thales Group.

1999 - 2000 Strategic eBusiness - Trust - McDonnell Information Systems

- Built reseller partnership with JCP (Identrus authentication, now Netscape/AOL PKI) plus managed joint PKI based business offers and bids in both private and public sectors.
- Established partnerships with Cashware, Paris. (Identrus/Trust infrastructure ASP), Sun, Thomson-CSF etc
- Supported MDIS UK public sector sales in UK, with PKI, identity and smart-card leadership in support of bids to NICO, NHS etc.
- Initiated and led Internet Trust Services ASP project within MDIS. Also responsible for market positioning, client / partner liaison and evolution of the Certificate Practice Statements (CPS) and CA/RA issues.
- Initiated and led ORBIT (Online Retail Banking Infrastructure Technologies) program – a banking portal technology internal business stream proposal.
- Headed bid-teams in eCommerce private sector.
- Initiated and led the business for successfully delivering an on-line market-maker financial instrument trading platform of approx £2M revenue value
- Achieved 150%+ resultant direct sales, 100% MBO targets

1997 - 1999 Business Development Manager EMEA - Hitachi Europe Ltd

- EMEA business development, evangelising and greenfield product introduction of Transactional CORBA and internet technologies with activities mainly in Benelux, France and Germany.
- Built strong EMEA sales and Professional Services alliance with Borland Technologies, leading to a number of successful public sector bids.
- Represented Bank of America – Interactive Banking CRM and EAI technology division in EMEA, promoting relationships and facilitating JVs.
- Close co-operation with Hitachi development teams in Santa Clara, Boston and Yokohama.
- Sold CORBA technology strategic infrastructure to major European Corporates such as Siemens Networks. Account responsibilities: BT, Vodafone, Siemens.

Honours Awards and other actions

- BSc (Hons) Eng. Aero from Southampton University in Aeronautics and Astronautics
 - Fellow of the British Interplanetary Society (FBIS)
 - Recipient of EEMA Fellowship Award for Services to European Identity
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