Jonathan "Jock" Gill

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Principal, Penfield Gill, Incorporated

Jock is president and founder of Penfield Gill, Inc, a consulting firm specializing in new media communications, marketing, and strategic planning. PGI helps its clients to sustain their success in a fast-changing future, by moving aggressively to take advantage of the opportunities inherent in network technologies.

From 1993 to 1995, Mr. Gill was the Director of Special Projects in the Office of Media Affairs at The White House, and maintains close ties with the leadership in Washington, DC.

In 1994, Mr. Gill was recognized for these activities as one of the Federal 100 by Federal Computer Week. In 1995, Newsweek called him "one of the top 50 technologists to watch". The Premier issue of George Magazine wrote: "Gill is one of the savviest techno-pols in the country...he was the first digital media staffer in White House history."

A current client writes:

> Mr. Gill's longtime immersion in the on-line world, as well as his significant experience in understanding both corporate and elective politics, have made him an invaluable ally in strategy formulation for startups and for Fortune 500 companies. In particular, you can rely on an informed, creative, fresh approach from Mr. Gill's insights.
>
> -- John Macomber, Founder & CEO
> Collaborative Structures LLC

Mr. Gill is also a speaker on the history and future of information technology and new media. Recently he presented the concept of Conversational Marketing, a term he coined, to IBM, and served as a panelist at the Harvard University Conference on the Internet & Society.

Mr. Gill has made presentations to the MIT Conference on Technologies of Freedom, Emerging Media in Modern Culture as well as to the JFK School of Government & Council on Foreign Relations panel on Security Implications of the Information Revolution.

From January, 1993 to March, 1995, Mr. Gill worked for President William J. Clinton at the White House in Washington, D.C. Previously, Mr. Gill was a consultant to the 1992 Clinton/Gore presidential campaign, where he was responsible for all public access e-mail and electronic publishing activities. These activities were recognized as the email event of 1992.

While working for the Clinton Administration, Mr. Gill's responsibilities included electronic publishing, electronic public outreach, new technologies evaluation and public spokesperson.

During his tenure at the White House, Mr. Gill was instrumental in developing:

- The first ever Internet addresses for the President and Vice President
- E-mail access to public White House documents via the Internet
- The first publication of a proposed United States budget on CD-ROM
- Welcome to the White House (http://www.whitehouse.gov) - An Interactive Citizen's Handbook
- Americans Communicating Electronically (ACE) project, a consortium of government and private groups interested in new media and community development
- The first White House seminar on complexity science

A partial list of Penfield Gill's current and past clients and associations includes:

- The Black Forest Group
- North Atlantic Telephone
- The Greenstar Foundation
- Highlands Forum
- ASCII Corp of Japan
- Collaborative Structures LLC
- General Motors Europe
- IBM
- John Hancock Mutual Life Insurance Company
- The Dutko Group
- Simon Strategies
- SchoolSports
- Pamet River
- North Communications
- 7X24 Exchange

PGI is also involved with selected start-up companies in the new media sector. Additionally, Mr. Gill has worked extensively with members of the MIT AI Lab and has interests and experience in the use of computers in education.

At present, Mr. Gill is a member of:

- The Black Forest Group
- The Advisory Board for the Center for Democracy and Technology
- A Founding Board Member of Democrats Online
- The Advisory Board of Net.Capitol
- The Board of Directors of North Atlantic Telephone
- The Board of Directors of the Greenstar Foundation

Prior to founding Penfield Gill, Mr. Gill was the Lotus Development Corporation senior product manager for the BlueFish Full Text Retrieval System. Previously he was the founding president of Computer Access Corporation, which developed the BlueFish product, the Delta Drawing educational software and several other R&D projects.

For more details and in depth materials, please visit the WWW pages of Penfield Gill at:

http://www.penfield-gill.com

http://www.greenstar.org