

PRIVACY POLICE

## Facebook, MasterCard and HP Join Board Of Digital ID Firm BlueCava

By [Observer Staff](#) • 01/24/11 7:35pm

Digital tracking firm Bluecava made headlines earlier this year when it was reported that the company had collected unique IDs on more than 200 million devices like smartphones and laptops.

Today Bluecava announced that executives from big name companies like Facebook, HP and Mastercard had joined its newly formed advisory board.

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The startup, which recently closed a \$5 million dollar series A round led by Mark Cuban, goes way beyond the digital cookies typically used for tracking consumer behavior.

By identifying a unique digital fingerprint for devices that access web sites, Bluecava essentially makes it impossible for consumers to avoid being tracked, as they can by deleting or blocking cookies.

“I think cookies are a joke,” Mr. Norris told *The Wall Street Journal*. “The system is archaic and was invented by accident. We’ve outgrown it, and it’s time for the next thing.”

Joe Sullivan, Chief Security Officer at Facebook, will join Bluecava’s advisory board. It seems like an indication that Facebook may see Bluecava as a way to prevent identity theft.

But it’s also interesting that the social network, which has had its own share of public embarrassments over privacy, would choose to publicly partner with a company on the bleeding edge of personal profiling and consumer tracking.

**bpopper [at] observer.com |  
@benpopper**

**Filed Under:** Home, Media, Politics, News & Politics, Cookies, Privacy Police, Tracking, Do Not Track, Digital Fingerprint, Bluecava

# BlueCava Forms Advisory Board of Industry Executives to Expand Industry Reach in Privacy, E-Commerce, Mobile Payments, Fraud, Technology, and Online Advertising

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## BlueCava Adds Executives from Facebook, MasterCard, HP, FirstData, Bill to Mobile, and Merchant Warehouse to Advisory Board

IRVINE, CA (PRWEB) JANUARY 24, 2011

BlueCava (<http://www.bluecava.com>), the leading provider of advanced technology that enables businesses to identify and profile the devices used by their customers, today announced the appointment of six members to its Advisory Board.

Comprised of a range of accomplished professionals in their respective fields, the new Advisory Board will provide expertise and guidance in several areas, including privacy, e-commerce, mobile payments, fraud, technology, and online advertising.

"BlueCava has introduced the next-generation web infrastructure for device identification and this talented group of industry experts who have joined our board are an important strategic resource that will extend our leadership position in the market," said David Norris, CEO of BlueCava. "Each board member represents a range of expertise in areas our business touches – from targeted online advertising to identifying and blocking sexual predators."

Members of the new BlueCava Advisory Board include:

- ▶ Joe Sullivan, Chief Security Officer at Facebook. Sullivan is a former federal prosecutor and a founding member of the Justice Department's Computer Hacking and Intellectual Property Units, a special team created by now F.B.I. Director Robert Mueller.

"Each board member represents a range of expertise in areas our business touches – from targeted online advertising to identifying and blocking sexual predators."

- ▶ Ellen Moskowitz, Vice President of Fraud Management Solutions at MasterCard. Moskowitz is a consumer service development specialist and marketing veteran with 27 years' experience. She currently serves as business leader for MasterCard Online Authentication, MasterCard's 3DSecure on-behalf-of service which is sold to banks worldwide to enable cardholder e-commerce payment authentication. She has worked for MasterCard for 16 years.
- ▶ Brian Waldman, Vice President of Marketing and Strategy at Merchant Warehouse, one of the largest and fastest-growing companies in the multi-billion dollar credit card processing industry. Waldman also serves as an ecommerce strategy/search marketing consultant and was previously with Inceptor, a Boston area search marketing agency and BuyerZone.com where he headed the search marketing and category strategy teams.
- ▶ Steven Klebe, Vice President of Business Development & Strategy for Bill to Mobile. Klebe has over 30 years of experience in sales, business development, strategic alliances and product marketing in electronic payments, authentication and fraud prevention, including the last 18 years specifically in ecommerce.
- ▶ Russell Villemez Vice President and Account CTO Capability Leader for Enterprise Services at Hewlett-Packard (HP). Villemez was the former Chief Technologist for the Americas region of HP Enterprise Services (formerly EDS, an HP Company). Prior to EDS, Russell was a partner and CTO at the Feld Group, Vice President and CIO for Weblink Wireless, and Director of Enterprise Architecture for Sprint.
- ▶ Souheil Badran, Senior Vice President & General Manager of eCommerce Solutions at First Data Corporation. Prior to First Data Corporation, Badran was President and General Manager for Rebtel, Vice President and General Manager of International & Channel Operations at VeriSign, and had held various leadership positions in Internet Banking at Digital Insight and Metavante.

#### About BlueCava

BlueCava provides advanced technology that enables businesses to identify and profile the devices used by their customers to increase online advertising effectiveness, reduce fraud risk, and improve customer satisfaction.

With BlueCava's patented technology, companies can uniquely identify Internet connected devices including computers, mobile phones, set top boxes and gaming consoles, to better adapt and respond to customer needs.

For more information, visit us online at <http://www.bluecava.com> or follow us on Twitter at [twitter.com/bluecava](https://twitter.com/bluecava).

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## Contact Author

**KAYLA ZERBY**

The Morris + King Company

212-561-7454

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