



THE 1997 RSA DATA SECURITY CONFERENCE

SPEAKER BIOGRAPHY

ANALYSTS' TRACK

Consumer Adoption of Electronic Commerce:

The Outlook

Speaker: **Ted Haynes**

President

Haynes & Company

1259 El Camino Road #272

Menlo Park, CA 94025

Phone: 415-368-4552

Fax: 415-369-5968

Email: T_Haynes@ix.netcom.com

Company Background:

Haynes & Company is a five year old consultancy specializing in business planning and program management for high-tech companies. Past clients include Netscape, Microsoft, Oracle, Novell, Digital Pathways and 3Com. Projects have included identifying Internet market opportunities, Web server benchmark testing, and product planning for network security products.

Presentation Overview:

A report on consumer responses to all forms of electronic commerce so far and a forecast of how consumer acceptance will evolve.

Speaker Background :

Ted Haynes is the author of "The Electronic Commerce Dictionary" and President of Haynes & Company. Before his high-tech career at ROLM and 3Com Mr. Haynes managed advertising for consumer marketing companies such as Clorox and Unilever. He holds degrees from Dartmouth College and Stanford University.

PRESENTATION