

# Consultant – Call for Applications: Experts in Identity Management & Customer Development

Location:	Virtual
Application Deadline:	December 1, 2015
Contract Start Date:	December 8, 2015
Duration of Initial Contract:	4 - 6 months
Estimated Project Hours:	460 hours (23 weeks x 20 hrs/wk)

## Background

The IDESG is a voluntary, public-private partnership dedicated to developing an Identity Ecosystem Framework (IDEF) and services to better online digital identity. The IDESG looks to advance the identity ecosystem called for in the National Strategy for Trusted Identities in Cyberspace (NSTIC). The NSTIC, signed by President Obama in 2011, envisions an identity ecosystem and an online environment where individuals and organizations will be able to trust each other because they follow agreed-upon standards and policies to obtain and authenticate their digital identities. For more information, please visit our website at [www.IDESG.org](http://www.IDESG.org).

In order to fully evaluate the efficacy and impact of the IDEF ([whose core documents can be found here](#)), the IDESG is hiring a consultant knowledgeable in identity management practices and customer development to reach out to both internal and external stakeholders to obtain feedback and report back key metrics and conclusions.

Key areas of knowledge required in:

- Implementation of identity management solution
- Operation of trust frameworks
- Online privacy
- Cyber security
- Standards used identity management
- Usability
- Customer discovery, validation, outreach, development

## Duties & Responsibilities

There will be three key deliverables under this contract:

- SWOT Analysis of the IDEF
- IDEF Outreach Plan
- Comprehensive Final Report detailing findings of the Outreach Plan

Consultant will provide a SWOT Analysis on the IDEF and Outreach Plan that will identify potential candidates for IDEF adoption, across multiple roles in the identity ecosystem (identity providers, attribute providers, relying

parties, trustmark providers, etc.) across multiple industry sectors (general business and eCommerce, financial services, healthcare, government, higher education, etc.). The outreach plan will also include the creation of survey questions designed to elicit meaningful feedback for the continuing development of the IDEF as a relevant, timely tool for guiding the very best identity management practices.

Candidates for the outreach coordination role will include internal and external IDESG stakeholders, as well as non-IDESG stakeholders. Once the work plan is approved by the IDESG the consultant will conduct outreach on the IDEF, generating a report with specific, implementable feedback. With respect to trustmark providers, the consultant will develop a methodology to map the IDEF to key aspects of the targeted trust frameworks in order to provide a clear view of overlap and opportunities, perform the outreach and analysis of the targeted trustmark providers, and produce a report of findings and recommended actions. Position will report to Executive Director.

The key final deliverable will be a comprehensive report detailing the findings from each of the outreach subjects and their comments on the IDEF, and recommended actions. In addition, another key deliverable will be a comprehensive report detailing the trust framework mapping project, and recommended actions.

### Competencies

- Demonstrates strong commitment to furthering the goals and objectives set forth in the National Strategy for Trusted Identities in Cyberspace;
- Strong knowledge of identity management and the industry;
- Strong technical fluency;
- Strong reporting and writing capabilities;
- Project management experience;
- Ability to work in a team, develop synergies and establish effective working relationships with IDESG paid and volunteer leadership, IDESG consultants and service providers, government partners, IDESG members, outside industry targets and other trust framework providers;
- Strong interpersonal and communication skills, resourcefulness, judgment, and initiative;
- Ability to work quickly and meet deadlines.

### Required Skills and Experience

#### Education

- Higher education degree, with experience and track record in areas relevant to identity management, cyber security or related fields required. Considerable experience in strategic management, performance measurements, and organizational planning strongly desired.

#### Evaluation of Applicants

Applicants will be screened against qualifications and the competencies specified. Please send cover Letter, resume, a writing sample of analysis work, and any experience in and references relevant to customer/market development and/or community management to:

Marc-Anthony Signorino  
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[MarcAnthony@IDESG.org](mailto:MarcAnthony@IDESG.org)