



JONATHAN EVANS

PROFILE

I make digital customer experiences better.

I love building things from the ground up. Whether this is new relationships, ecosystems, teams or entire business units my skills are best tested when the path isn't fully clear.

Creating customer value and making life easier for the end user is at the core of what I do. I believe in the utilisation of new technologies for propositions and services that can make people feel safer and happier and ultimately make for a better, more inclusive society.

SKILLS

- Stakeholder management
- Strategy
- Negotiation
- Lead generation
- Proposition development
- Relationship management
- Communications

CONTACT

Mobile

07877 XXX XXX

LinkedIn

[JonathanEvansLinkedIn](#)

E-mail

Jonathan.p.evans@outlook.com

GENERAL MEMBER REPRESENTATIVE APPLICATION QUESTIONS

What are the key opportunities you see for OIX in 2024?

As the digital identity landscape continues to evolve the attention of OIX should endure with a sustained focus on:

- promoting the benefits of digital identity to industry and relying parties;
- maintaining and building on the organisations status as bastions of best practice and thought leadership;
- influencing governments and stakeholders through insights and informed market knowledge from its membership.

A clear set of missions is crucial to the success of OIX and the development of the UK's digital identity ecosystem.

How will you demonstrate your commitment to the work of OIX in terms of resources, focus and leadership?

I have worked in the field of digital identity for over a decade and have a track record of getting things done. The first major programme I was involved with was overseeing the build, implementation and finally on-going management of Post Office's GOV.UK Verify service. This was a significant undertaking and demanded collaboration with internal stakeholders, technical partners, competitors, broader industry and of course UK Government.

Since then, I have worked for Post Office's Verify partner – Digidentity – running their UK operation with a focus on business development. We have had notable successes in several sectors including financial services; employment and health. Notable clients include Money and Pensions Service; General Medical Council; Cifas; Hugo Boss; HPE; Unilever; Tesla (to name a few).

The attributes I have shown over the years are readily transferable to the role of general member representative at OIX. I (and members of my team) are regular contributors to OIX working groups and I continue to be a vocal contributor in the development of several schemes and work closely with DSIT. I have presented at several member meetings and ran panel sessions at the OIX annual conference. It is also worth noting that I sat on the OIX board in the past, representing my previous employer, Post Office and thus have first-hand knowledge of the structure and governance of OIX. I have good relationships with the general membership and will use the position of general member representative as a platform to do more of the above.

What would you like to see accomplished and how do you plan to make these things happen?

I refer to my answer to the first question. For me the objectives of OIX are three-fold and I would like to see a continuation and commitment to these missions. I see my role in this – as general member representative – as being a clear communicator of the message to all members and holding the board to account on these objectives, ensuring clarity and focus.

I personally commit to up-holding the foundational principles of OIX and to continue my involvement in working groups. I will engage with my network of stakeholders and promote the benefits of digital identity and the crucial role OIX plays within this evolving ecosystem. Of course, I commit to supporting the OIX event calendar in any way I can and am called upon to do.

What resources will you and your organisation bring to help OIX attain its goals?

My organisation, Digidentity, is a long-standing member of OIX and has a unique position as having its headquarters in Holland. This enables me to bring a European perspective to the OIX members. As a qualified trust service provider (QTSP) and a leading member of the European Wallet Consortium (EWC), Digidentity is at the forefront of much of the innovation occurring in the EU. I will be able to tap into this network to offer up-dates to the OIX membership, offering a unique insight into developments in the large-scale pilots and advancements in eIDAS 2.0.

What current or past experiences, skills, or interests will inform your contributions and views?

As referred to in an answer to a previous question I have a track record in getting things done, which I think is an attribute that will translate well to the role of general member representative. I have had considerable success in communicating the benefits of digital identity to relying parties, enough for them to adopt the services of organisations I work for. These have been across several sectors including health; financial services; employment; legal services (to name a few). If engaging relying parties is a top three objective for OIX – and it should be – then my sector knowledge and corresponding network can only benefit this mission.

My personal view of digital identity is one of user empowerment. I believe in persistent identities that protect and enable the user to prove who they are, and things about themselves, in multiple use cases, in myriad sectors and across borders. For me the interesting thing is not the technology. The interesting thing – and the key to unlocking the potential of this thing that we are all so passionate about – is changing the behaviours and cultures of those organisations who might consume it. It's building relationships and making what frankly is a confusing thing, that no reasonable person cares about, understandable and desirable. This is something that I can help with.