

**OIX** OPEN IDENTITY  
EXCHANGE



Clockhouse  
Solutions

Digital strategies for the modern age

# Dan Johnson

## OIX Member Rep 2024

Dan Johnson  
CEO & Principal Consultant  
Clockhouse Solutions

14th December 2023

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# Application for Member Representative 2024

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This document represents the application from Dan Johnson for Open Identity Exchange (OIX) Member Representative 2024. The application is seconded by ex-member representative Frank Joshi.

Dan Johnson recently founded his own Digital Identity Consultancy, Clockhouse Solutions Ltd and is well placed to commit to regular remote and in-person OIX meetings and in undertaking member outreach to ensure that the interests of the members are reflected in OIX objectives, and to garner support for OIX initiatives from members.

# About Dan Johnson

Dan has over 25 years in Strategic Business Development at blue-chip organisations within the customer data management sector. With experience in directing teams, developing and implementing regional and global go-to-market strategies, Dan has established and maintained client relationships to identify and implement technical and business process solutions.

During the development of HSBC's Group Customer Data Strategy, Dan began exploring how digital identity could help organisations connect disparate sources of customer data to improve the customer experience and increase customer data quality while reducing the cost associated with servicing and maintenance. Recognised as an industry expert, Dan founded and led the digital identity team at HSBC and headed the business development effort at Mastercard for the EMEA and the global travel sector.

A confident speaker, Dan has advised corporate boards, ministers and government advisors and has participated in a number of industry events and panel sessions on the topic of digital identity.

**Dan Johnson**

**CEO & Principal Consultant**

*"Committed, Smart, Innovative, Collaborative."*



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# Role Suitability

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Dan is well connected through his work at HSBC and Mastercard to both sell-side and buy-side partners, has been attending OIX events for the past eight years during which time he has built a strong rapport with many of the OIX members. Working in a business development role for the past six years, Dan has developed a strong and compelling public speaking style.

He is based near London making it possible to attend events in person and to meet with existing and potential new members.

Dan served as chair of Thriftwood Board of Trustees, part of The Scouts Association for five years and is confident managing groups of people with differing agendas and in interacting with C-level stakeholders.

Dan is also a Liveryman at the Worshipful Company of Information Technologists where he has participated in a number of mentoring activities, most recently as mentor on a course for Year 9 students at the Lilian Baylis Technology School, organised by the Local Village Network.

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# Key Opportunities for OIX in 2024

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The pace of change in the identity continues to accelerate year on year and it is imperative that the efforts of the Open Identity Exchange (OIX) reflect the needs and capabilities of the membership. The many consultations, working groups and projects require participation from members with the requisite skills as well as available time. OIX and its members have long held the ambition of attracting more relying parties into the membership, and represents both a sizeable challenge and opportunity. Increased focus on regulation and legislation is driving relying parties to seek education in the art of the possible and for compliant solutions, creating the much needed market pull for a successful interoperable digital identity ecosystem.

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# Resource, focus and leadership commitment

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Having held a number of senior identity positions, notably Head of Digital Identity at HSBC and Business Development Lead for Global Travel and the EMEA Region at Mastercard, Dan has long demonstrated strong and supportive leadership, for example in establishing the Good Health Pass initiative. Now, as an independent identity consultant, he is able to dedicate time to support and drive the objectives of OIX.

His core skillset is in business development strategy, where he has negotiated and won a number of large deals, illustrating empathy with clients to understand their requirements and to design and implement appropriate solutions. It is this skill in particular that will help OIX achieve its ambition of attracting more relying parties.

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# Plan for 2024

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The development of the OIX explainer videos and the Digital ID DNA represent a move towards educating non-identity specialists in the value and art-of-the-possible afforded by digital identity. Dan expects to engage his skills in continuing this theme to make OIX the go-to resource for identity education, informing policy makers, citizens and organisations about the possibilities, cost saving and revenue-generating opportunities.

Dan is proposing an identity awards dinner where members pay to bring their clients who are nominated for awards (e.g. best use of biometric authentication, best user experience for sign-on) providing an opportunity for to further attract and educate potential members. This model requires no OIX funds to run, and could generate revenue through corporate sponsorship of awards.



Thank you  
for your consideration