

## NEM ELECTIONS CANDIDATE POLICY DOCUMENT

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**Alexandra Tinsman**

## STRATEGIC VISION FOR 2019-2020

### Founding Values

From its very first announcement post in 2014, NEM's [founding values](#) have been:

*“Financial Freedom, Decentralization, Equality of Opportunity”*

Since 2014, NEM has become much more, but these are the principles that brought all of us together to create something greater than ourselves. As we look to 2019 and beyond, let's keep them in mind. *What do these values mean to me?*

- **Financial Freedom** - This means financial success for our supporters, partners, and the sustainability of the Foundation. We should always be **ethical** and **honest**, but let's take action to strengthen XEM financially and make the market take notice.
- **Decentralization** - This means transparency. This means moving towards an organization based on rules, not politics and negotiation. Some leaders are still not using the budgeting and accounting systems or even sharing their burn rates. We can't have hidden rules that apply to some and not to others.
- **Equality of Opportunity** - This means there is a place for everyone who wants to join and contribute. This means **fairness** and **objectivity** in how we operate, how we measure success, and how we reward success.

### NEM Foundation Mission

A while ago I went looking for the stated mission of the Foundation.

The Foundation [website](#) says:

“The sole purpose of the Foundation is to introduce, educate, and promote the use of the NEM blockchain technology platform...”

But I also got my hands on a copy of the Foundation constitution. The constitution says its purpose is:

“To introduce, educate, promote the use of, **and foster the development** of the NEM blockchain technology.”

This was probably just a website typo, but nobody noticed the difference. And that illustrates what I've been hearing from devs and community, *it seems like “foster the development of NEM” got lost somewhere. Together, we are going to fix that.*

## **Policy and Goals**

There's a lot that needs to be addressed, and I'm glad to discuss any topic with the community, but first I'm focused on **three key goals for 2019**:

1. Release the road map, including fixes to the economy and sustainability.
2. Hire the developers needed to make our dev team equal or better than other top cryptos.
3. Measurably increase transparency and accountability in the Foundation.

## **Road Map**

### **Catapult Features and Execution**

Catapult for the public net is our number one focus. There is nothing that deserves more time and attention. Months ago, the core developers released a draft of the Catapult road map to the Council, but little action was taken. Although I have never been on the executive committee or Council, I wanted answers for our partners. I refused to give up until I gained access. I read it and made comments, which are still in there. **We need to get this document solidified and released.** There are many other aspects of the NEM road map besides Catapult, but we can add them later as the road map becomes a living document. *Let's release the Catapult plan first.*

I commit to releasing the Catapult road map by Q1, (March 31) 2019.

### **Sustainability**

The Foundation still has funding for many years, (subject to the price of XEM.) But there has been little progress in addressing how to transition from finite reserves to steady income. We also haven't addressed what to do when the Supernode Fund runs out, which will happen in 2020. We have the ability to fix all of this, and it is way past time. I have already started the process, but the entire plan should be completed and added to our road map.

### **Strategy**

After we release the road map, we will continue to improve it. As part of this, NEM needs to strengthen its strategic positioning. It's hard to find answers to questions like:

- Why did we select this set of features for Catapult?
- What features should come next?
- What use case should we own 100%? Who is our ideal customer/user?
- What feature can we do better than anyone else?
- What is the competitive landscape going to look like in a few years, and which competitors will likely be threats in which areas?

I want to appoint or hire a leader to research answers these questions and push the Council to take action on them. **This strategy will inform our long-term road map, through 2020 and beyond.**

## Developers

### Hiring

Competitors are far ahead of us in the size of their development teams. The Foundation has the funds but has lacked the ability to organize, recruit, and hire quickly. I commit to releasing a schedule by end of January 2019 with goals for how many quality developers we will add by the end of each quarter in 2019. I will work with the Council on this, but I will also personally be accountable for results.

### Technology Management

NEM has suffered from a lack of experienced software producers. We need to appoint or hire one or more people who are focused solely on supporting the developers with scheduling, progress tracking, hiring, and interfacing with the Foundation. Our devs need to be free from management time-sucks and Foundation politics.

## Foundation Transparency

### Council Meetings

Every Council meeting should release a public version of the notes. While sensitive details should be kept confidential, there should always be a public record of who attended the meeting, main topics discussed, and which Council members cast votes.

### Measuring Success

How can we know if the Foundation is doing a good job? We need some objective metrics, and I've heard good discussion from this in community channels. I'm going to push these ideas forward. We also need to regularly compare goals to results in view of the community and make a public plan to set things right when they fall short. All this will create a record of who is responsible for which results, which is a step towards accountability.

### Communications

The NEM Foundation serves the community and has a responsibility to respond to their questions. The Foundation should organize a formal way to answer questions on a regular basis. For example, the Council would be obligated to answer the top-voted forum question every time a meeting is convened. This or a similar system will be put into place under my leadership.

## Bio and Experience

### Professional Experience [LinkedIn Profile](#)

I have 18+ years in technology marketing and product development management. Some highlights:

- Xbox (Microsoft) - I led product strategy and marketing campaigns for the Xbox digital marketplace, which launched some of the first paid downloadable content on Xbox.
- Riot Games - I led global programs for *League of Legends*, the top-grossing PC game of the decade, with around a billion USD/year in revenue.
- Wizards of the Coast (Hasbro) - I was the product manager for *Magic: The Gathering*, including *Magic Online* in 2003, which was one of the first tradable digital object platforms in gaming.
- Pokémon Company - I led a product development research team for *Pokémon Online*, the PC-based online trading card collecting game.
- As a consultant, I led product development and was a producer for numerous consumer and enterprise mobile apps.

I have a Bachelor's in Liberal Arts from the University of Washington in Seattle.

### History with NEM

- [Inside NEM](#) - I created the YouTube channel Inside NEM in June 2017 to increase NEM's visibility and promote its success. Interviews for the show allowed me to learn the tech quickly and form good relationships with partners, community, and leaders throughout the world. The channel quickly became an official outlet of the Foundation and was translated into multiple languages.
- **Global Communications Director** - I took this new role in January 2018, leading news, public relations, collaborating on social media, speaking at many events, while still producing Inside NEM. Immediately I had to manage the communications crisis around the Coincheck theft, and I ended up staying up all night many nights to coordinate information with global newspapers, Interpol, the FBI, the RCMP, and other law enforcement agencies, exchanges,

and our internal team in addition to supporting our community in Japan. **This incident was a turning point for me.** I saw NEM supporters - my friends - in fear and suffering and I wanted to do everything I could to help.

- **North America Regional Lead** - I'm currently heading the newly formed North America regional team. I am still building the team, but I already have some early successes.
  - I helped fund the development of the [Blockchain for Indian Country e-government demo](#) from the North America budget. This project is designed for Native American tribes to vote and manage IDs on NEM. I then shared this project at a United Nations forum a few months ago which resulted in the UN blockchain architect team working with us to train their developers on deeper NEM integration (as opposed to just Ethereum.) This is special to me because one of the founding principles of NEM was for the people to take control of their own destiny. *I am grateful to the Crow Tribe for this opportunity.*
  - I am the only NEM leader (that I'm aware of) to have commissioned an economic analysis on the NEM ecosystem, including sustainability and contingency plans if the price goes up or down. This study is already underway.
  - Thanks to the support of NEM Thailand and NEM Vietnam, I had the opportunity to help bring in [Kind Heaven](#) as an enterprise user and brokered their partnership with Asta. Kind Heaven is partnered with a major (soon to be announced) e-commerce partnership that will integrate NEM as the backend for the global online decentralized marketplace.
  - Outside of the European team, I was the first regional head to put the Foundation's comprehensive budgeting and accounting system into practice along with getting my team onto a Master Service Agreement, NDAs and proper tax documentation to be compliant with the law. It was a lot of work, but it was a step forward in making leaders accountable for their budgets.

### Endorsements

“I’m really happy to see Alex is running for office. I’ve long encouraged her to do so and I’m very confident in her abilities. I’ve worked closely with her during her career at NEM and she always showed up to play and did well! I’d like to encourage everyone to vote for her.” - *Jeff McDonald, Former NEM VP, and current NEM Advisor*

“I strongly support women leaders, especially tech companies... Vote for Alex Tinsman, a strong, respected female blockchain leader, devoted and supportive professional at NEM.” - [Antanas Guoga](#), *Member of the European Parliament for Lithuania*

“NEM Foundation votes coming up for a new election. My money is on Alexandra Tinsman.” - [The Crypto Lark](#), *Crypto Enthusiast*

I know who I want to work with in the NEM Council. 👍” - [CryptoTony](#), *Crypto Enthusiast*

### Closing Note

My first job with NEM was communications, connecting NEM supporters with information, but also **directing information from you back to the Foundation**. This gave me a strong basis to represent your interests and I still pride myself on being accessible via Telegram, Twitter, and YouTube.

To the NEM community I want to say, **there is a steep road ahead for the Foundation, but we are equal to the challenge**. It’s your intelligence, conviction, and energy that inspires me to put my life into this crazy project.

I want to represent your voice and I hope to earn your vote.

