



## Joseph A. Ekman

**Chairman & Founder – Philanthropist – Entrepreneur – Author – Inventor – Researcher - Youth Athletic Coach – Registered Federal Lobbyist**

Joseph Ekman is founder, CEO and Chairman of the Board for **About The Kids Foundation**. As a 10th generation Californian, registered federal lobbyist, seasoned corporate executive, and proud father of two daughters, he brings 43 years of experience and passion to this endeavor.

Over four decades, Ekman has led sales and business development for some of the world's most iconic technology companies, including Hewlett Packard, Sun Microsystems, Oracle, and IBM. He began his career at HP when he was just 17 years old, where he designed a new, award-winning Wave Solder Rack. While at IBM, he focused his efforts on Fortune 2000 corporations and government agencies including the Social Security, NOAA, NSA, CIA, FBI, and the Pentagon, selling complex application software solutions, including PeopleSoft and Netscape.

Building on his extensive career in the technology industry, Ekman founded the Hartnell De La Guerra Corporation, where he serves as CEO, advising and funding leading-edge technology projects for emerging markets.

Ekman's passion for child safety can be seen in his academic-based research and development. In 2003, Ekman founded the About The Kids Foundation, a 501c3 based in Los Altos, California, dedicated to advancing the public good and the interests of children and families through activities that foster and promote family harmony, education, health and safety.

That same year, he created *The Ekman Co-Parenting Journal*, co-authored with Dr. Bruce Bess, PhD, to help parents communicate through high-conflict divorce by maintaining up-to-date emergency medical information. The journal, designed to remain with the child, allows parents to document personal health information (blood type, doctors, allergies, emergency contacts, insurance, medication requirements and conditions etc.) while providing triplicate records of medical care – one for each parent and one that remained in the child's book. The journal, now included in the Library of Congress, fills three vital needs: documenting medical information critical to a child's health and safety, maintaining necessary information exchanges between households, and mitigating disputes to keep families out of court.

In 2010, while attending the University of San Francisco, Ekman authored a visionary research paper titled **In Case of Emergency Standard**. As an extension of this work, he developed what is now known as the **In Case of Emergency Standard** or **ICE Standard**, which instantly

communicates an individual's medical status to first responders through a color-coded system. This process was later incorporated into an **ICE Standard App**, enabling one's smartphone to play a critical role in an emergency medical situation.

In 2014, the app was named Best Medical App Recommended by Doctors and Nurses, and has been featured on the Rachael Ray Show, The Today Show, KCBS Radio Interview, and The Kelly & Ryan Show. Part of Ekman's program is now installed on every iPad and iPhone in the health application, Medical ID, bringing life-saving technology to millions of people worldwide. New standards and technology will be released in December 2020, as well as new marketing materials to help increase adoption and make this tool the industry standard.

Ekman's latest passion projects is a musical production titled **Remembering Carmel-By-The-Sea**, an instrumental, keyboard performance by Neil MacPherson, produced by Ekman. The recording, and supplemental online tools, are part of a philanthropic effort to help children learn to play an instrument; support K-12 grades school band and musical instruction programs; and, provide a healthy and educational pastime for families as they shelter-in-place through the ongoing pandemic.

Mr. Ekman has been supporting his home community in California since 1981. He has served as a youth athletic coach at numerous high school and junior high schools in the area. And he is currently a member on the President's STEM Center Task Force for Hartnell Junior College in Salinas, California.