

## NEW ZEALAND DELEGATION BIOS



**Alan Bell**  
**Director Digital Identity Transition**  
**NZ Department of Internal Affairs**

Alan is an experienced strategist in the government digital arena in New Zealand, and a senior leader in the office of the Government Chief Digital Officer. His previous roles include, leading the development of New Zealand's first Cyber Security Strategy, developing the government's cloud computing policy and policy lead for New Zealand's ICT Strategy. He is currently leading a NZ Digital Identity Transition Programme.



**James Collier**  
**Government Enterprise Architect**  
**NZ Department of Internal Affairs**

James Collier leads the NZ Government Enterprise Architecture team, working within the Department of Internal Affairs in support of New Zealand's Government Chief Digital Officer. They help deliver cross-government digital strategy, oversee the architecture of shared capabilities, and provide agency architecture teams with common tools and guidance.

James was previously Chief Architect at the NZ Ministry of Justice. Over the last 20 years he has held a range of technology management and architecture positions in the private sector, including consulting, technology start-ups and roles in the telecommunications, energy and primary industry sectors.

Identity management and privacy have been areas of interest through much of James's career. He and his team have been closely involved in the evolution of the NZ government's customer-facing identity and authentication capabilities, and have overseen pilot initiatives to extend the scope of digital identity for New Zealand residents and businesses.



**Pim Willemstein – Strategic Advisor, Better for Business, Ministry of Business, Innovation & Employment (MBIE)**

Pim is originally from the Netherlands and immigrated to New Zealand in 1997. Pim holds an MBA from LaTrobe University as well as a Master of Science degree from the University of Utrecht in his native country.

Pim's professional career spans private, government and R&D sectors and he combines a strong technical foundation with in-depth understanding of organisational and business objectives. With over 15 years' experience with digital systems in government, as well as innovation and change management processes Pim is a strategist and thought leader who supports the transition to a customer centric digital government.

Pim joined MBIE as a Strategic Advisor within the Better for Business team in 2016 year, after 10 years as digital consultant within Inland Revenue. Better for Business – a 10 agency initiative committed to improving the business customer experience with government. Better for Business is about understanding the needs of NZ's businesses and helping government deliver services in better and smarter ways.

Pim is particularly interested in the 'machine readable world' – which paves the way for frictionless customer experiences with government. How can artificial intelligence, machine-consumable rules and blockchain be used to support service delivery in a joined up government? In November 2018, Pim presented Better rules – better outcomes in Paris (a NZ cross-government 'machine readable' initiative) which was short-listed for a global innovation award from the OECD (which, at the end, was won by Carrot Rewards from Canada).