

---

Attn: Members of the Principles for Digital Development Advisory Council Selection Committee  
7 November 2018

To the Selection Committee:

On behalf of Development Gateway (DG), I am writing to nominate Ms. Martha Staid to represent the implementing community as a member of the Digital Principles Advisory Council. Ms. Staid has deep experience in **driving data use and developing digital tools**, and in both cases has made **inclusivity** a core component of her approach. Her understanding of the data landscape and her tangible experience working to advance the Principles make her an ideal candidate for the Advisory Council.

As DG's Director of Programs, Ms. Staid represents our commitment to delivering **user-centered, data-driven tools**. She prioritizes a **collaborative approach** that draws on local expertise and is responsive to the challenges in existing data and technology ecosystems. DG is an industry leader in understanding results data. Our Results Data Initiative works to **understand data use** in local governments and donor agencies and to **co-create tools that drive data for decision making**, and was presented at the 2017 event, *Practicing the Principles for Digital Development* in Tanzania.

Ms. Staid has a keen grasp of the development landscape from collaborating with partners at all levels, and understands the challenges and value-add specific to each. Her project teams use **open source software tools** and work to **reuse and improve** by building on existing code bases and incorporating lessons learned. She has worked extensively on the data use side of the International Aid Transparency Initiative (IATI) **open data standard** and her advocacy for **open data** has helped enable the Government of Kosovo to publish financial management information.

In addition to hands-on experience, Ms. Staid brings to the table nuanced **thought leadership**. As the recipient of a *Yahoo!*-funded fellowship at Georgetown University's Institute for the Study of Diplomacy, she published a 2012 white paper on how internet-enabled job creation for women in the developing world can **close the digital gender gap** and improve livelihoods. Her focus on gender has also included developing dashboards for analysis of women's health data and using **data analytics** and web tools to advance diversity in the workplace. She has specific experience in **peer advocacy for the adoption of data standards** through time with the IATI CSO working group and a task force for Universal Standards for Social Performance Management in microfinance.

As a member of the Advisory Council, I believe Ms. Staid will provide a **valuable perspective** and fresh ideas to advance awareness of the Principles and ensure they evolve to incorporate emerging best practices. I hope you will view her candidacy with as much enthusiasm as I do.

Sincerely,



Jean-Louis Sarbib, Chief Executive Officer  
Development Gateway -- [Endorser of the Principles for Digital Development](#)  
[jsarbib@developmentgateway.org](mailto:jsarbib@developmentgateway.org)