



November 9, 2018

I am writing to submit my nomination for the Principles for Digital Development Advisory Council.

There are several reasons that I would like to serve on the council.

- The first two principles for digital design are “design with the user” and “understand the existing ecosystem.” Following these principles requires a deep commitment to working in the field, being side by side with health workers and program managers as they struggle with the many challenges they face in delivering care. As a pediatrician in Tanzania, an Assistant Secretary for Health in Papua New Guinea and an advisor to governments, funders and implementers in over 40 countries I have learned the realities of delivering care to those who are most underserved. I believe this experience will be useful on the advisory committee.
- In 2004 I founded D-tree International, a leader in the digital health space. In leading this organization I learned how to implement at scale, how to work collaboratively with partners, governments and donors and how to build both sustainable programs and a sustainable organization. From the beginning D-tree has embodied the principles of digital development and fully supports them.
- As an academic I have taught program management, financial management, evaluation and digital health (called mHealth at the time) I am aware of and have contributed to both the theory and practice of digital health. I have lectured and spoken on the principles not simply to say what they are but also to look towards how they can be improved and made most relevant to the rapidly growing digital landscape. I believe this level of critical thinking is essential to an advisory council.
- As an expert advisor to the World Health Organization in the area of digital health I have a global perspective on what has been achieved, and what are new developments in field of digital health. I am aware of the inherent conflicts between the potential of technology and the reality and politics of governments and global partners and have experience bridging this gap between what is possible and what is being done.

I believe that my long experience, global perspective and stature in the digital health community make me an appropriate candidate for a position on the Principles for Digital Development Advisory Council.

A handwritten signature in black ink that reads "Marc Mitchell". The signature is written in a cursive, flowing style.

Marc Mitchell  
President  
D-tree International