

Duncan Mitchinson

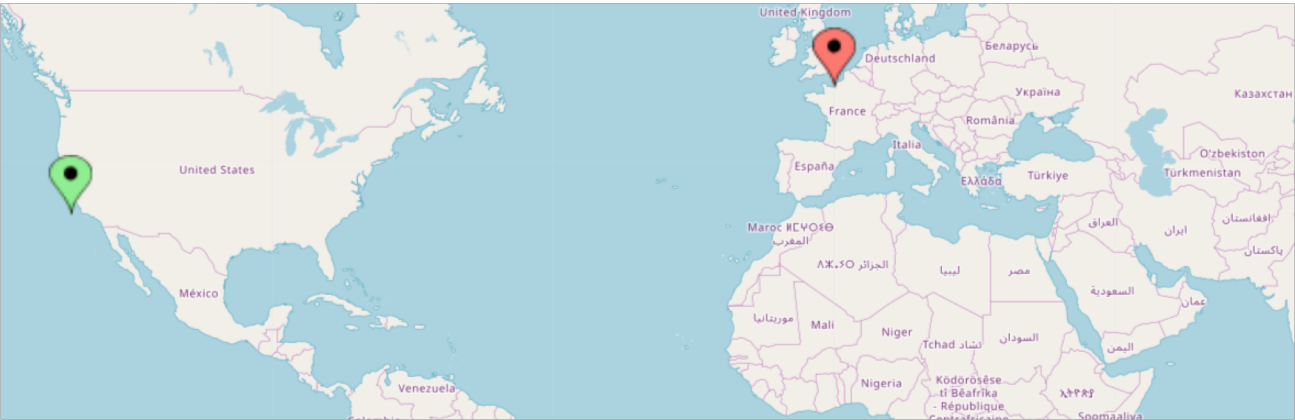
Vice President of Sales



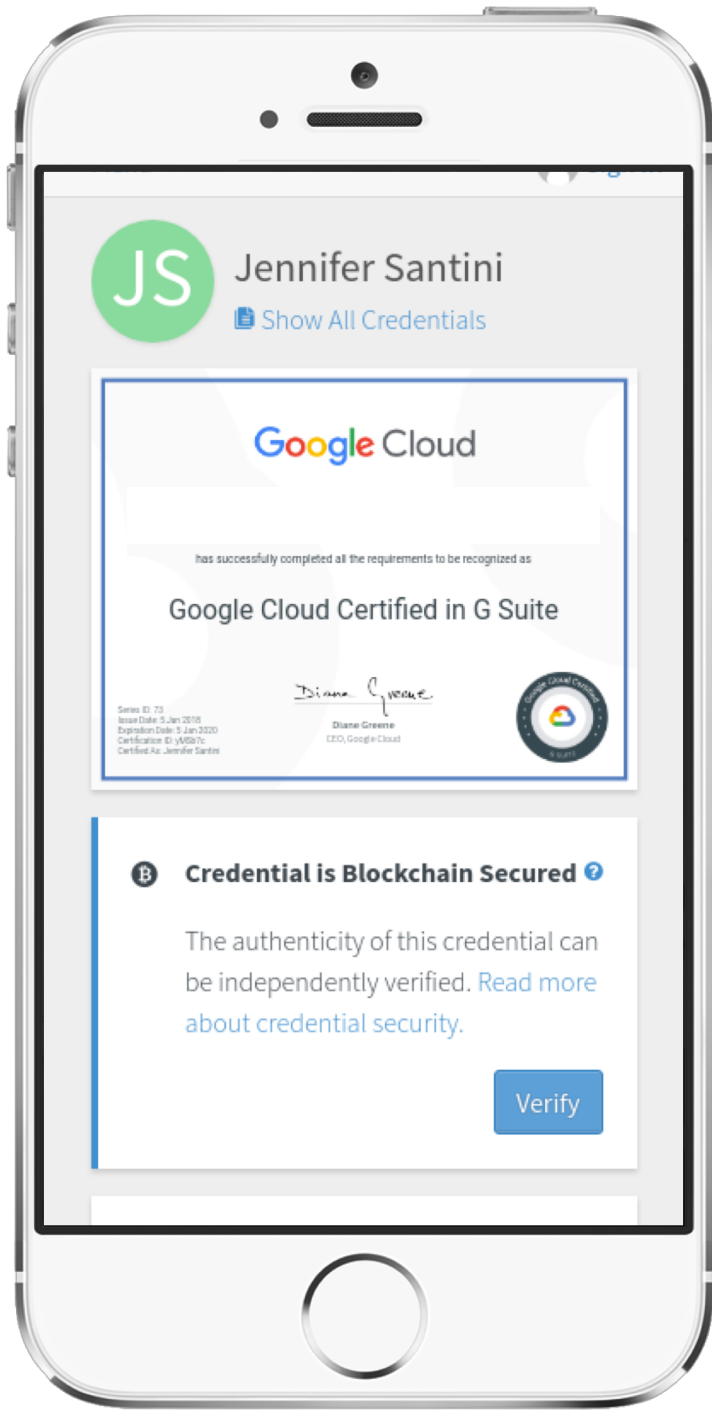
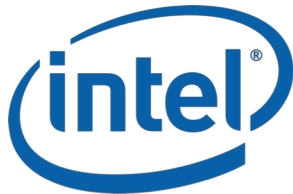
Leading digital credential (badges & certificates) platform for high-stakes credentials



Headquartered in Silicon Valley, USA. Satellite office in the UK.



Delivered over 3,000,000 digital credentials for over 700 customers



# Using Open Badges to Power Professional “Spotlight” Directories

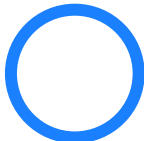



[illegible]



# What is a “Spotlight” Directory?



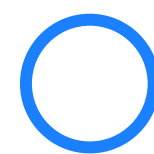
- ☒ A hub for issuers to control / own that lists all credentialed individuals
- ☐ Powered by digital Open Badges
- ☐ A place to find individuals who have received a badge
- ☐ A tool to unlock Badge meta-data

-  Limited ability to search across open badge meta-data at scale
-  Difficulty finding individuals with specific skills, specialisations or in specific Locations
-  Finding and verifying credential data is hard - which causes fraud
-  Enhancement of employability



# The Solution



 Limited ability to search across open badge meta data at scale

Google Cloud

Search credential holders: Clear Filters

Name

Search by Name

Credentials

▼

Location


▼

Availability

▼

Credential Holder Directory

4,753 Directory Members




Hemanth

📍 Bengaluru, India

Master's in computer science. Highly adaptable to new technologies. Open to new opportunities.

Professional Data

Last updated Sep 25, 2019



Christian

Marketo™  
An Adobe Company

Certified Professional Local

Search credential holders: Clear Filters

3,079 Directory Members

Name

Search by Name

Credentials

▼

Location


▼


Skills

▼

Opted-in, eligible Directory Members  
not all Marketo credentials are included

Last updated Sep 25, 2019





# The Solution



○ Difficulty finding individuals with specific skills, specialisations or in specific Locations

Credentials

Location

Skills

Search | List view

Skill

Q

Digital Marketing

Nurture Campaign

Senior Marketin  
across several l  
Technologies, C

Marketo Cer

Digital Marke

Last updated Sep 18, 2019

Courtr

Oceanside, C

Courtney Grime  
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applying her co

Marketo Cer

Customizing

Digital Marke

Last updated Sep 10, 2019

Rebol




# The Solution



Finding and verifying credential data is hard - which causes fraud



Google Cloud

< All Credential Holders




J. V. D. [REDACTED]

Los Angeles, CA, USA




CERTIFICATIONS



Professional Cloud Developer

Issued by: Google Cloud


Issued on: Jul 8, 2019



Professional Cloud Architect

Issued by: Google Cloud

Issued on: Dec 22, 2018



Associate Cloud Engineer

Issued by: Google Cloud

Issued on: Dec 17, 2018

44%

of resumes state  
fraudulent education

23%

of resumes state  
fraudulent credentials



*ADP analysis of after performing 2.6 million background check*



# The Solution



Credential.net


Sign In

Google Cloud

Certifications

Sign In


< All Credential Holders



Los Angeles, CA, USA

LinkedIn icon


CERTIFICATIONS



Professional Cloud Developer

Issued by: Google Cloud


Issued on: Jul 8, 2019



Professional Cloud Architect

Issued by: Google Cloud


Issued on: Dec 22, 2018



Associate Cloud Engineer

Issued by: Google Cloud

Issued on: Dec 17, 2018



Google Cloud

Issuer's Website | More Credentials | Professional Directory

VERIFY


Blockchain ID: ?

Verified Issuer ?


Browse professionals with this certification and others from

Accredible

Credential Verification




View live credential



Credential is VERIFIED

This digital credential was securely issued via Accredible and its information is valid.




Credential is Blockchain Secured

Blockchain ID: 5


Download the proof file and upload it to a third party website to verify that our record of this credential matches the Blockchain record. [Read more about Blockchain security.](#)

1. [Download Blockchain Proof File](#) 2. [Upload the file here](#)



The owner of this credential has been verified

[view all credentials](#)



This issuer is verified by Accredible

Google Cloud

[More Information](#)

Issued on July 8, 2019

Expires on July 8, 2021

Full credential history

2019/07/08

Credential Issued

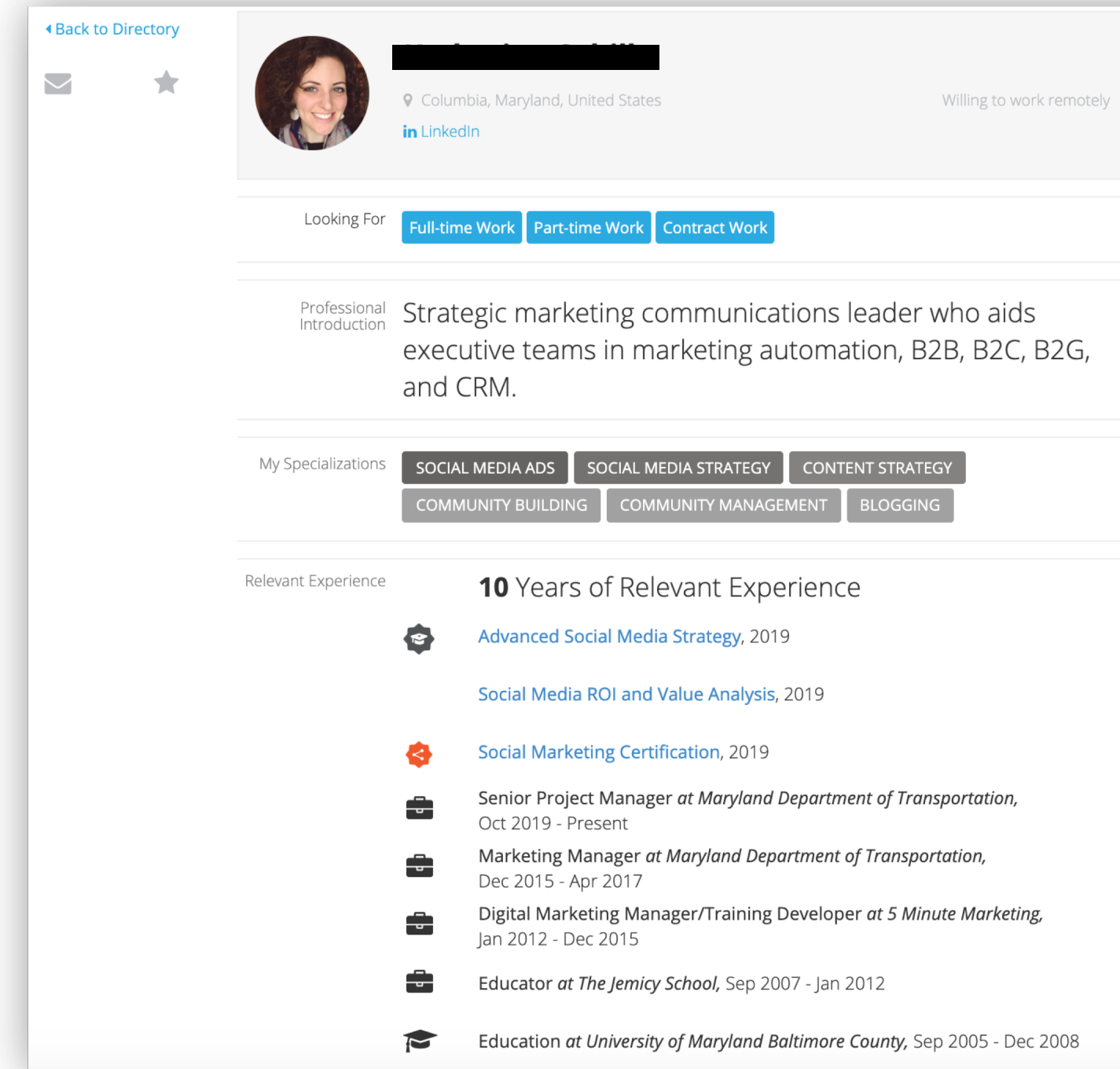
2019/07/08

Blockchain Record Created

# The Solution

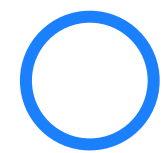


## Enhancement of employability

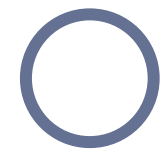




# The Future



Corporate Training - Unlock skill data



Universities - Solve alumni verification problems



Recruitment



Open Badges takes on / works with LinkedIn?

**Hootsuite academy** Get C

Find Professionals By: Clear Filters

Certification ▲

- ☐ Advanced Social Advertising Certification
- ☐ Advanced Social Media Strategy
- ☒ Certificación en la plataforma de Hootsuite
- ☐ Foundations of Social Advocacy
- ☐ Hootsuite Enterprise Certification
- ☐ Hootsuite Enterprise Certification for Admins
- ☐ Hootsuite Platform Certification
- ☐ Marketing en redes sociales
- ☐ Social Marketing Certification

**Certified Professionals Directory**

There are **22** results matching your search.

🔍

México City, México

[in LinkedIn](#) [f Facebook](#) [T Twitter](#)

7 years of relevant experience

México, Ciudad de México, M

[in LinkedIn](#) [f Facebook](#) [T Twitter](#)

# Thank you.



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