

James Varga
CEO & Founder
miiCard

I am the Founder and CEO of miiCard (My Internet Identity), the first Identity Service that can accurately prove a user's true identity purely online.

As someone with a passion for technology, I developed and patented miiCard's Bring Your Own Identity platform in response to what is a fundamental lack of trust online. With miiCard, we have a proven layer of trust and assurance in identity that will enable consumers, businesses and governments to interact and transact with complete confidence online.

Having been involved in technology and the Internet for over 20 years I've been fortunate enough to having held a number of senior level positions in marketing, technology and management. Most recently, I served as a co-founder and director of Money Dashboard, the UK's leading personal finance management tool. I also created beblu, the first mini-component computer system designed for the living room; led a knowledge measurement & assessment service called MindSweep; a digital agency for websites and financial service applications named lightershade; and founded Squarepeg, an eBusiness consultancy specializing in CRM and sales management.

Passionate about the digital economy and the Online Identity space, I am also an active member of The Open Identity Exchange, The Respect Network and a board member of Trust in Digital Life responsible for SME engagement. My passion started while studying Marketing and Business in my hometown of Vancouver, Canada but am now based with miiCard in Edinburgh, Scotland.

