





watrfront™ manifesto

Over the last decade and a half, our society has found itself resting upon an increasingly complex web of trust.

Born from the ashes of the Great Recession, this technologically amplified economic recovery held much promise; investors incorporating ESG considerations into their decision-making processes, governments embracing demands for more equitable policies, and citizens leveraging social media to increase the pressure for transparency and justice. But is the backbone of this brave new world really that perdurable?

Once heralded as the great democratizer of information, the corridors of the internet are now polluted with cascades of misinformation, both hyper-accelerated and monetized to once unimaginable dimensions by the Attention Barons of the Web's second chapter. Market technologies long overdue for change remain locked into archaic monopolies still operating on opaque proprietary systems. Trust has become a vehicle to boost shareholder value; with the incontrovertible truth often falling to the wayside as both an inconvenient and unaccounted for expense. This unintelligible game

of tug of war has not only created the most profitable industry in the world, but it has also facilitated the greatest transfer of wealth in human history. All hope is not lost, however, as a new chapter is being written and a trust-based economy engineered in the board rooms, financial exchanges and digital wireframes of a rapidly emerging body politic.

After all, the economy we leave to the next generation will be built by those who decide a more equitable world is not only more profitable - but inherently possible.



Watrfront™ is a community of sound and vision where world's most greatest changemakers assemble to write the next chapter; a chapter where trust, transparency and accountability rule the day; and intelligent moral and ethical boundaries guide how we operate ourselves and our businesses.

At its core, trust is inherently social. The exchange of goods and services is an extension of our best human nature; a language we all speak. Let us reclaim this universal language together and solve for a better human future.





watrfront™ team



# Maryam Ayati

Watrfront™ Chair

Maryam is co-founder of Watr - the open blockchain ecosystem for commodities. She has led development of several multi-billion dollar commodity-cleantech ventures and business models in start-up and Fortune 100 settings - including world firsts such as LNG to mobility, LNG-fueled mining, flare gas to mobility, LNG-fueled drilling and Shell's LNG to Downstream and Marine businesses.

Prior to Watr, Maryam was the global head of Shell Trading's Origination and Investments team - leading cross-commodity deal-making, investments and serving on the M&A executive team. Maryam is also a co-founder of KomGo and Vakt enterprise blockchain coalitions (founding Board Chairperson for the latter). In

2017, these ventures were the first proofs of mass enterprise adoption of blockchain. Vakt for example launched to 67% of the Brent Crude market signed up as customers on day one.

In addition to Watr and Neo (ecosystem developer for Watr), she currently serves on the boards of Base Carbon and Exmar Shipping, Maritime and Offshore. Maryam continues to advise intergovernmental organizations, consortia and energy C-suites on their response to digitalization, energy transition and the future of commodities. She is a contributor to Forbes.com and named in the top 200 most influential women in global commodities.







## Robert Brennan Hart

Watrfront™ Chief Executive Officer

Robert Brennan Hart has been recognized by the United Nations as one of the world's Top 70 Digital Leaders and Avenue Magazine as a Top 40 Under 40 digital luminary. As the founder and former CEO of the Canadian Cloud Council and Politik, Robert is a globally recognized advocate for the advancement of a more equitable and enlightened digital society and has participated as a member of the United Nations Global Digital Council, DocuSign global advisory board, and HotTopic's Meaningful Business steering committee. He is the former Chief Operating Officer of TheFutureEconomy.ca, Executive Director and Producer of Smarter Markets, and a regular contributing writer on digital ethics, sustainability and the trust economy at The Globe and Mail, IT World Canada, Betakit, CSQ and TheFutureEconomy.ca.

## Melanie Wright

Watrfront™ Chief of Staff

Melanie Poblete is a seasoned operations specialist, executive support professional, and strategic partner, with over 19 years experience in various fields including legal, technology, and event planning.

In her career, she's helped to build computer science research processes and sales operations programs at Snapchat, worked on precedent-setting litigation in the US Federal courts as a litigation paralegal, and was an entrepreneur who started one of the first lingerie companies focused on making garments for diverse skin tones. Melanie holds a B.A. in Legal Studies from University of California Santa Cruz.



# Kevin Shephard

Watrfront™ Head of Production

Kevin brings a wealth of experience in digital content creation and event management, and a dedication to creating impactful content that challenges leaders to take meaningful steps towards a more equitable world. With a track record of consulting for high-profile clients in both business and government, Kevin has honed his skills as a multi-disciplinary multimedia guru with a passion for sustainability, ethics, and trust.

In addition to his work as a street liaison in the film industry, where he worked on set assisting un-housed populations affected by filming activities, Kevin has also held executive-level roles at internationally recognized collectives like the Canadian Cloud Council and Highrise.

For media inquiries visit us at  
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