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## **HAND Announces Renard T. Jenkins As First Chairman of Board of Directors**

***Media industry veteran Jenkins joins HAND as first Board Chairman  
to help establish global trade association for ISO-level talent identifier  
resolution and automation across sports, entertainment, and cultural media.***

FOR IMMEDIATE RELEASE

**New York City, USA – 12 January 2026** – HAND - The Universal Talent Identifier - a neutral, nonprofit public benefit corporation and standards initiative focused on building a persistent, interoperable identity layer for talent ID resolution in sports and entertainment, today announced that Renard T. Jenkins has been named as the first Chairman of its Board of Directors.

Jenkins, founder of [2A2.io](https://2A2.io), is a veteran media and technology executive, thought leader, former president of SMPTE (the Society of Motion Picture & Television Engineers), and a current board member & President of HPA (the Hollywood Professional Association). In addition to serving in senior leadership roles at both Warner Bros. Discovery and PBS, and with two national Emmys and a Peabody award to his name, Jenkins brings decades of experience at the intersection of content, technology, and standards to HAND's mission of creating a trusted, machine-readable identity layer for the provenance of human talent and their creative endeavors.

"Renard has spent his career building bridges between creative communities, technology platforms, and global media standards," said Will Kreth, founder and executive director of HAND. "His leadership and perspective will be invaluable as we work to bring greater trust, automation, and measurement to talent identity in the global media supply-chain. We're honored to have him as our first official nonprofit board Chairman."

"I'm excited to join HAND's board of directors as Chairman - at a moment when questions of identity, authorship, and attribution are becoming central to the future of media," said Jenkins. "As AI, NIL (Name, Image, and Likeness) rights, and new distribution platforms reshape how content is created and monetized, we need trusted, interoperable ways to recognize and represent the people behind the work. HAND's proven DOI (Digital Object Identifier) ID technology, and its ambition to become a trade association that convenes stakeholders across the ecosystem, aligns with the human-centered and standards-driven initiatives I've been involved with throughout my entire career. I'm looking forward to helping Will and the team move this forward."

As the first official board Chairman for HAND, Jenkins will advise on strategy, industry engagement, and partnerships with studios, guilds, talent agencies, leagues / federations, player associations and standards bodies.

HAND is the first global B2B Talent ID registry platform for efficient discoverability, royalty collection, and revenue tracking of notable legal and natural persons. This includes their consent-based digital replicas, and fictional characters - streamlining their authentication, licensing and traceability needs across the global media supply-chain.

Like a trust signal for notable talent, HAND helps automate the identification, verification, provenance and authenticity of talent-related assets in audio/visual works and virtual environments - helping maintain integrity and version control of authorized likenesses in monetizable content. HAND counts both Sony Pictures Entertainment and AFI (American Film Institute) among 12 international companies as current API/Beta partners that have begun to test and deploy HAND's Talent IDs.

#### **About HAND**

HAND - The Universal Talent Identifier is the first globally-unique and freely resolvable Talent ID under the Digital Object Identifier (DOI) Foundation (an ISO standard). Using the power of Citation-Backed Notability™ – HAND provides provenance automation value to global supply-chains via the instantiation of persistent, unique, interoperable IDs for quantifiably notable legal-entity Humans, their connected Virtual Humans (Digital Replicas), and Fictional Characters in the Cultural Industries of Sports, Entertainment, Gaming, Advertising, Creator Economy, Fashion, Music and more. As a member of [C2PA.org](https://www.c2pa.org), CAWG.io, and IPTC.org, HAND is committed to the emergence of a safer, more trustworthy global media ecosystem. For more information, visit <https://www.handidentity.com>