

Warren Adelman
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PROFESSIONAL EXPERIENCE
GODADDY GROUP, INC Scottsdale, AZ

President and Chief Operating Officer, February 2006 To Present

Responsible for day-to-day operations, resource management, process improvement and corporate strategic planning. Warren also heads up the Governance and Policy Committee, which is dedicated to oversight of Go Daddy's standards and practices. During service at Go Daddy, contributed to 53 patent filings related to Go Daddy products, services and business processes. Drove initiative to form registry/registrar joint venture to promote the Montengrin ccTLD, dotME. Also serves as a Director of the Go Daddy Board from May 2006 to present.

Chief Operating Officer, October 2004 To February 2006

Assumed responsibility for additional groups within Go Daddy including human resources, ICANN policy planning and the Go Daddy customer care group. Go Daddy's 1500 person customer care center fields some 1 million calls per month. It is a cornerstone of Go Daddy's growth strategy and in addition to providing 24/7 365 telephone and email support, the customer care group generates significant revenues.

Vice President, Product and Strategic Development, September 2003 to October 2004

Assumed expanded role for product development of suite of on-demand web presence services targeted at SMBs. This included hosting, email, online marketing tools, domain add-ons, and productivity tools. Go Daddy's hosting offering including Shared, Grid, Dedicated and Virtual Dedicated is the largest in the world. In this role I also assumed responsibility for Go Daddy's IT infrastructure with a focus on expansion, resilience, and stability.

Vice President of Strategic Development, January 2003 to September 2003

Responsible for new business line development, product definition and related partnerships. Developed and launched hosted search engine optimization and submission product that quickly became a significant domain name add-on and revenue generator. Spearheaded acquisition effort and subsequent development of Go Daddy SSL Certificate Authority. This new business unit has grown rapidly to become the world's second largest CA and Go Daddy's third largest product revenue stream.

NETWORK ASSOCIATES (now McAfee) Santa Clara, CA

Vice President, Strategic Relations

2002

Responsible for identifying strategic relationship opportunities and developing the company's strategic partnering plan. Negotiated and implemented multi-million dollar partnership with Internet Security Systems (ISSX), which included licensing of technologies, managed services, research collaboration and sales and marketing cooperation. Led effort to establish or expand relationships with technology industry leaders like Microsoft, IBM and Cisco, as well as with other key security, service provider and networking companies, to support NAI goals and drive adoption and sales of NAI products. Initiated product interoperability programs with partners. Guided marketing and sales teams in establishing clear linkages with partners for joint activities to ensure success of partnerships. Worked collaboratively with product management and sales teams to conduct research and analysis of emerging technologies and industry trends and to solicit direct needs assessment through organized Customer Councils. Recruited and managed a focused

team of geographically dispersed strategic relationship directors. Led NAI's participation in the newly established Organization for Internet Safety, an industry association designed to enable security researchers and vendors to address security vulnerabilities

NEOPLANET, INC Phoenix, AZ

President & CEO

2001-2002

Appointed President and CEO during time of significant macro-economic and company challenges. Planned and executed restructuring program. Program included definition of a new business model, market segment targeting, a new product development process, release of a new customer interaction software suite, a complementary targeted sales and marketing program and the realignment and reduction of personnel. Led the sales team that initiated discussions with Compaq around the new software suite, subsequently closed seven-figure licensing and services agreement and oversaw successful deployment on the Presario PC line. Introduced a financial management plan that extended the company's runway by more than 10 months and ensured that the company met or beat budget each month. Ultimately architected sale of the company technology and intellectual property to Compaq Computer.

Vice President, Business Development and Sales

1999-2001

Played a key role in the spin-off of NeoPlanet from parent, Bigfoot Communications, and the subsequent funding of the company. Established OEM sales plan and negotiated agreements with HP, IBM, Network Associates, Loral Space Communications, NEC, Lycos, USA Networks, Viacom, AOL Time Warner, Blizzard Entertainment, Universal Studios, Interscope/Geffen Records, and Disney's Hollywood Records. Conceived and implemented new software carriage partner program that drove more than \$2 million in revenues. Negotiated and managed traffic, marketing and development agreement with Lycos that generated more than \$1 million per year. Orchestrated co-marketing programs to ensure that OEM customers drove desired transactional behavior, customer acquisition, data collection or retention. Enlisted customers in outbound marketing programs through case studies, testimonials and references. Served as main point of contact with Microsoft and AOL-Netscape on technology cooperation and cross-promotional opportunities. Built and managed the business development, sales and partner services team with offices in Phoenix, New York and San Francisco. Drove development of sales collateral including interactive CDs, case studies and software demos. At outset of company, instituted critical business affairs processes including sales pipeline and tracking, contract compliance matrix and customer implementation map.

BIGFOOT COMMUNICATIONS New York, NY

1997-1998

Vice President, Business Development and Marketing Communications

Served as executive liaison to Bigfoot's strategic partner Acxiom Corporation (ACXM), a customer management and data integration company. Teamed with Acxiom in consultative approach to selling and developing six and seven figure e-mail campaign management solutions for companies such as IBM, Microsoft, Eddie Bauer, Ralston Purina, Omaha Steaks, 3Com and Oppenheimer Funds. Worked closely with Acxiom on strategy to enhance their InfoBase data products, including the development of email append services. Ensured that Acxiom team leaders received continuing education on campaign management product, as well as case studies and demonstration materials for sales engagements. Developed sales plan and negotiated agreements with companies including Harris Publishing, BellSouth, Microsoft, Net2Phone, ATT, US West, Hotmail, Infoseek, LookSmart, CNET, Netscape, ICQ and Ziff Davis. Worked closely with product management on development and introduction of new partner-based email gateway service offerings including anti-spam and anti-virus protection. Built and managed sales team focused on client development and post-contract implementation. Developed media and analyst relations program which positioned Bigfoot as a leader in the permission-based e-mail marketing

industry and garnered significant attention from Forrester, Gartner and others. Served as company representative to the Direct Marketing Association, Internet Advertising Bureau, and the FAST Association.

IFUSION CORP. New York, NY

1996-1997

Vice President, Business Development and Marketing Communications

Played an integral role in the early development and funding of this start-up that pioneered intelligent content delivery technology. Served as primary contact with strategic partners including SAIC, Intel and Loral Space Communications. Established development and promotional partnerships with companies such as The Weather Channel, CNET, Sony Music and USA Today. Developed and implemented marketing and public relations programs that led to extensive reviews by industry analysts and coverage in numerous industry and trade publications. Produced marketing collateral, including competitive analyses and datasheets. Coordinated participation in Intel-sponsored 'Connected Media' symposium where CNET demonstrated the IFusion technology.

EMBASSY OF ISRAEL Washington, D.C.

1991-1996

Chief of Public Affairs

Played an active role in Embassy task force that led multi-billion dollar U.S. loan guarantee program. Worked closely with Embassy economic mission to promote private U.S. business investment in Israel. Coordinated first joint Congressional lobbying activities with Jordanian and Palestinian representatives to support regional assistance programs. Participated in discussions of the Israel-Jordan-U.S. Trilateral Science and Technology committee created as part of the Israel-Jordan peace initiative. Directed the production of numerous targeted Embassy publications. Organized media coverage for Embassy activities and special events. Provided frequent briefings for a wide variety of organizations and academic institutions from across the country. Organized community outreach events, including forums with heads of state, Congress, professional seminars and conferences. Managed seven-figure departmental budget.

MILITARY EXPERIENCE

ISRAEL DEFENSE FORCES (IDF)

1989-1990

Officer

Information and Liaison Branch, General Staff

As an officer in the unit of the IDF responsible for advising the Chief of Staff on all matters of communication and information, worked closely with Foreign Ministry, IDF information sources and government agencies to assess communications needs and formulate information policy and strategy. Coordinated activities and supported information exchanges with foreign military agencies on matters of mutual interest. Served as a liaison with international and domestic media representatives. Managed production of the Israel Defense Forces English and Spanish-language military quarterly designed to promote sales of defense systems abroad. Prepared situation reports and foreign media evaluations as part of an ongoing crisis management effort at a time of intense international scrutiny.

EDUCATION

UNIVERSITY OF TORONTO

1982-1984

Bachelor of Arts in Political Science and History, 1984.

News Reporter for University of Toronto Newspaper, 1982-1984.