Mr. Zhu, Hongbin

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Summary

- Active participation in the Internet policy making process at ICANN, WSIS and IGF;
- Practical experience of Internet governance analysis and DNS policy research;
- Firsthand knowledge of corporate governance and participatory policy making process;
- Deep understanding of Internet Infrastructure, DNS and the governance structures;
- Solid educational background focused on communication and public policies;
- Proven self-motivation in the Internet governance and policy research.

Work Experience

Senior International Strategist and Policy Advisor

China Internet Network Information Center (CNNIC)   Beijing   2011/06-Present

- Responsible for monitoring and analyzing development of global internet policies;
- Participating in ICANN ,multi-stakeholder governance by submitting public comments and joining working groups as VIP, RySG, NTAG, and ccNSO groups for policy discussion;
- Leading team to draft policy part of CNNIC's bidding proposals, including submitting new generic top level domain applications to ICANN and other RFP responses;
- Representing Chinese internet community to attend international events including ITU, IGF, ICANN meetings;

Media Research Associate

CCTV-TNS Research Inc.   Beijing   2011/10- 2011/06

- Responsible for CNRS (Chinese Citizen Residents Survey) project;
- Utilize software including SPSS, IMS and Infosys to analyze media penetration rate and consumption trends;
- Draft media and consumption trend analysis report and give oral presentations for clients as 4A advertising agencies.

Research Assistant (Internship)

POLIS at LSE   London, UK   2009/11- 2010/06

- Handling research tasks on the corporate governance and self-regulation of financial media in the condition of financial crisis
- Conduct literature reviews, statistical analysis of primary and secondary data;
- Prepare memos, tables and graphs based on findings;

Educational Background

MSc in Media and Communication

London School of Economics (LSE)   London, U.K.   2009/09-2010/10
- Obtained degree with a high merit overall and a merit in the dissertation;
- Dissertation Topic: "The 3G Standardization in China from a Political Economy Perspective".

BA in Communication Studies and Dual Degree in English Literature

Beijing Normal University (BNU)   Beijing   2005/05-2009/07

Recent Publications

The Impact of the New gTLDs on the Internet Governance Regimes of Emerging Economies
- Presented at GigaNet 7th Annual Symposium   2012/11
- GigaNet Annual Symposium is a Academic Session in the Internet Governance Forum;
- Participate in the Internet governance policy discussion ;
- Please refer to http://giga-net.org/page/2012-annual-symposium

Recent Projects

New gTLD Application Policies and Process   2011/07-Present
- Taking research tasks on new gTLDs and provide public comments based on research;
- Analyzing the emergent issues of rights protection and business continuity of new gTLDs;
- Project focuses on the accountability of private regulation and trademark protections;
- Provide quarterly report to officials and decision makers.

Internationalized Domain Name and Chinese Variant Solutions   2012/04-present
- Participating Chinese Domain Name Consortium(CDNC) Conference for reaching community consensus on policy making;
- Working on development of optimal Chinese domain name table and variant solutions for maintaining cultural integrity;
- Served on the panelist in the ICANN Variant Issues project and Universal Acceptance of IDN.
- Planning to cooperate with EURID and ISOC to provide case study material of Chinese domain name acceptance conditions.