

## **Sarah M. Falvey**

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### **PROFESSIONAL EXPERIENCE**

#### **Google Inc., Washington, D.C.**

*Public Policy and Gov't Relations Manager, Free Expression and International Relations* (August 2010 – Present)

- Lead a policy portfolio within a core policy team at Google for International Organizations and Free Expression that includes cloud computing, cybersecurity, Internet governance, and international Internet policy; output consists of tracking and analyzing critical legislation, drafting position statements, blog posts, and research papers.
- Served as the lead for Google's engagement in several international organizations and serve as primary coordinator and strategist on all high level international policy engagement.
- Co-produced a video that promotes ICANN's work as a multistakeholder organization in Internet governance.
- Served for two years as a member of the IGF-USA Steering Committee
- Appointed by the U.S. Government to be a private-sector delegate on the formal U.S. delegation at the World Conference on International Telecommunications (WCIT-12) in Dubai.
- Served as the Washington, D.C. lead for cloud computing covering all policy issues relating to this topic including managing external relationships in the government, trade associations, and Congress. Served as Deputy Commissioner on the TechAmerica Cloud2 Commission.

#### **Booz Allen Hamilton, Inc., McLean, VA**

*Associate* (July 2007 – August 2010)

- Supervised a team of three people that supported projects related to cybersecurity, Internet/DNS risk analysis, Internet governance, and technology policy. Serve as international Internet governance expert and senior Policy Analyst for two major U.S. Government clients. Lead policy and issue analysis and program management support.
- Managed the only Internet Governance Working Group within Dept. of Defense (DoD) that facilitates information dissemination on key issues and common engagement strategy development.
- Primary author on multiple DoD position statements – DNSSEC, new gTLDs, DNS-CERT, JPA expiration.

#### **European Centre for Minority Issues (ECMI), Flensburg, Germany**

*Research Intern* (September 2006 – December 2006)

- Drafted research-based project proposals including developing an analysis methodology used to analyze the political spectrum of Central and Eastern European political parties. Researched and drafted the organization's 10-year strategic summary for use in an external evaluation.

#### **Maxwell School of Citizenship and Public Affairs, Syracuse University, Syracuse, NY**

*Graduate Assistant; International Relations Dept.* (May 2006 – September 2006, January 2007 – May 2007)

- Managed the IR website and operational information systems to support the administrative needs of over 100 incoming IR graduate students as well as providing logistical support, final case-study research and development, website design and course management for a multi-day graduate-level IR capstone simulation.

**Council on International and Educational Exchange (CIEE), Boston, MA**

*Work and Travel Job Coordinator* (October 2004 – June 2005)

- Managed job postings, data integrity, and employer profiles in CIEE's job hiring database.

**EDUCATION**

**Maxwell School of Citizenship and Public Affairs, Syracuse University, Syracuse, NY**

- MPA, Master of Public Administration, May 2007
- MA IR, Master of Arts, International Relations, May 2007
- Certificates of Advanced Studies in Conflict Resolution and Global Society, May 2007

**Hamilton College, Clinton, NY**

- Bachelor of Arts Degree, May 2004, *cum laude*
- Double Major in World Politics and German, completed honors theses in both majors

**PUBLICATIONS**

- "Trust in the Clouds," (with Patrick Ryan), *The International Journal of Technology Law and Practice*, pp. 513-521, September 2012.
- "Cloud Computing and Internet Governance." (with Patrick Ryan), *Google Enterprise Blog*. 31 October 2011.
- "Regulation of the Cloud in India." (with Patrick Ryan and Ronak Merchant), *Journal of Internet Law*. Vol. 15, No. 4, P. 7. October 2011.
- "Cloud2 Commission Releases Report on Cloud Computing." *Google Enterprise Blog*. 26 July 2011.
- "Google Joins Cloud2 Commission Examining Cloud Computing." *Google Enterprise Blog*. 17 May 2011.

## Letter of Motivation

Enclosed please find my application for the Accountability and Transparency Review Team 2 (ATRT 2). In particular, I am proposing to serve as a representative of the Generic Names Supporting Organization (GNSO).

In the Affirmation of Commitments, ICANN affirmed that it would, “maintain and improve robust mechanisms for public input, accountability, and transparency so as to ensure that the outcomes of its decision-making will reflect the public interest and be accountable to all stakeholders.” Given the significance of ICANN’s global role as well as the changing Internet governance landscape, I feel that accountability and transparency should be an exceptionally high priority. In particular, as demonstrated by process accompanying the recent revision of the International Telecommunication Regulations, ICANN needs to become more accountable and accessible to all members of the global Internet community and demonstrate that ICANN embraces international perspectives.

Serving on the ATRT 2 is important to me for both personally and professionally. I have had the pleasure of being a part of the ICANN community for over five years now and I firmly believe in ICANN as the model of a multi-stakeholder, private sector-led, bottom-up organization. I have spent the majority of these past five years supporting the multistakeholder model during both my previous job at Booz Allen Hamilton and continue to do so now at Google. Due to my extensive work in this space, I was recently appointed as a subject-matter expert to the U.S. Delegation to the WCIT, and have actively participated in the activities of the Internet Governance Forum (IGF) and within the UN more broadly. My work has also focused on promoting the multistakeholder model externally in many ways, for example, by co-producing a video that demonstrates ICANN’s international character and helping to promote ICANN’s work as a bottom-up organization, which is open to all.

In my five years participating in ICANN, I have done so in a variety of roles from tracking work within the GAC to supporting Google as a new gTLD applicant. I believe that my contributions are well respected within the community and I bring a nuanced approach to both ICANN and the broader Internet governance landscape. I am lucky because my personal interests line up well with the interests of my current employer, Google. Although Google is an applicant for several gTLDs, it is the company’s core philosophy to promote a culture of transparency and accountability. For example, Google’s Transparency Report has helped bring clarity to takedown requests for content on the global Internet, and it has also helped provide visibility into government takedown requests. In a similar way, Google is committed to preserving ICANN by ensuring its transparency and credibility worldwide. In particular, I believe that the work of ATRT 2 needs to be more inclusive of international perspectives and I would like to help advance that work.

I have attached my professional resume, and appreciate your consideration.

## Declaration of Interests

Declaration of Interests and Affirmation regarding Conflicts of Interest Policy By *Sarah Falvey* for participation in the ICANN Affirmation of Commitments Second Accountability & Transparency Review Team

1 Current vocation, employer and position:

*Internet policy, Google, Policy Manager*

2. Type of work performed in 1 above and declaration of relationships with entities holding a Financial (or declarable) Interest in ICANN:

*I work as a Policy Manager in Google's Washington, D.C. office where I manage a portfolio of issues related to international Internet policy, Internet governance, and free expression. I manage Google's engagement strategy with a host of international organizations (such as the UN, Internet Governance Forum, and International Telecommunication Union, and ICANN) and further larger open Internet goals within the international policy space. In that vein, I served as a representative on the US Delegation to the World Conference on International Telecommunications (WCIT-12), a treaty-making conference that took place in Dubai in December 2012 and was heavily involved in the lead up to this conference over the past 18 months. I also serve as the primary policy person working within the ICANN space and on Google's new generic top-level domain program, where I am primary contact for all of Google's ninety-eight applications.*

*Apart from being a new gTLD applicant, I have no relationships with entities holding a financial interest in ICANN.*

3. Identify any financial ownership or senior management/leadership interest in registries, registrars or other firms that are interested parties in ICANN policy or any entity with which ICANN has a transaction, contract, or other arrangement:

*Google is the parent company of Charleston Road Registry, which is a new gTLD applicant. Google is also an ICANN-accredited registrar. I serve as Google's primary contact for all ninety-eight of our new gTLD applications.*

4. Are you, or a company you work for:

- Currently an applicant for a new gTLD?

*Yes*

- Providing advice to any current or future new gTLD applicants?

*No, other than as noted above for Charleston Road Registry. In addition, Google has engaged in informal discussions with various other applicants (including some who have existing business relationships with Google) on a variety of topics related to the new gTLD program, but does not have an agreement to provide consulting or other services to any other applicant.*

- Otherwise involved in an application submitted for the New gTLD Program, such as providing service in support of an applicant or having a financial interest in an applicant?

*No*

If your answer is yes to any of the above, please identify the interest you have in the application submitted for the Accountability and Transparency Review Team.

*As noted above, my employer, Google, is a new gTLD applicant and I serve as their primary contact for our applications. Google is also an ICANN-accredited registrar.*

- 5 Identify any type of commercial interest in ICANN policy development outcomes. Do you represent other parties in any PDP or other ICANN related processes?

*None besides what has already been noted above*

- 6 Geographic Region associated with the nationality of volunteer (Africa, North America, Latin America/Caribbean, Asia/Australia/Pacific and Europe):

*North America*

- 7 Stakeholder Group(s) AC's or SO's in which I volunteer or currently participate within ICANN:

*Registries Stakeholder Group*

Except as described above, I have no (i) ownership or investment interest in any entity with which ICANN has an existing or proposed transaction, contract, dispute, or other arrangement; (ii) a compensation arrangement with any entity or individual with which ICANN has a transaction, contract, dispute, or other arrangement; and (iii) a potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which ICANN is negotiating a transaction, contract, dispute, or other arrangement.

SIGNATURE: *Sarah Falvey*

DATE: *January 3, 2013*

## Additional GNSO Requirements

A person seeking GNSO endorsement must include the following information in the application:

- The applicant's full name, title, contact information and employer;
  - *Sarah Falvey, Public Policy and Gov't Relations Manager, Free Expression and International Relations, Google, Inc.  
1101 New York Avenue, N.W.  
Second Floor  
Washington, D.C. 20005  
(202) 346.1230/sarahfalvey@google.com*
- The ICANN Geographic Region(s) in which the applicant is a citizen and a resident;
  - *North America*
- Identification of the GSNO stakeholder group, if any, to which the applicant feels most closely affiliated;
  - *Registry Stakeholder Group*
- An attestation that the applicant is able and willing to commit an estimated average of about ten hours per week during the review period, in addition to participating in face to face review team meetings;
  - *I am*
- Identification of any financial ownership or senior management/leadership interest of the applicant in registries, registrars or other entities that are stakeholders or interested parties in ICANN or any entity with which ICANN has a transaction, contract, or other arrangement;
  - *I serve as the primary contact for Google's ninety-eight new gTLD applications.*
- Indication of whether the applicant would be representing any other party or person on the review team and, if so, identification of that party or person;
  - *N/A*
- A two to three paragraph statement about the applicant's knowledge of the GNSO community's structures and operations and any participation therein;

*I have been an active participant in ICANN since 2008, most recently serving as a representative in the Registry Stakeholders Group and within the New Top-level Domain Applicant Group (NTAG), a subgroup within the RySG. I have a sound knowledge of ICANN and its working practices and culture and understand the accountability and transparency requirements of the review group.*

*I have had the opportunity to participate in the work of the registry constituency on issues ranging from new TLDs, security, batching, and broader Internet governance issues. I have also been able to watch the involvement of other stakeholder groups and constituencies in these policymaking processes and am firmly committed to the inclusiveness that characterizes the work of the GNSO and ICANN.*

*I fully understand and support ICANN's role and the basic Internet ecosystem in which ICANN operates. While I do represent a new gTLD applicant, I have also been a part of the ICANN community in other capacities for much longer and have always proven a deep-seeded commitment to the continued evolution and stability of ICANN as an organization. I have both the ability to devote time to this important process as well as the capacity to put aside personal opinions or preconceptions and draw conclusions based purely on evidence.*

- A one to two paragraph statement about the applicant's specialized technical or other expertise of direct relevance to the responsibilities of the review team in question.

*I believe that my skill set is uniquely qualified for the ATRT 2. I have been working on Internet governance-related issues for more than five years now. My work has spanned both ICANN - and being an active member of the ICANN community - to broader Internet governance efforts that include active participation in ITU-related efforts, IGF, and the UN. I have also recently been working as the primary contact for all of my employer's new gTLD applications, which means that I also have a firsthand account of the policy development processes within ICANN. As such, I bring both a macro and micro perspective to the table. I do not approach the review of ICANN's accountability and transparency through one lens.*