

Ben Anderson

Head of Domain Services, NetNames

13<sup>th</sup> November 2015

Dear Sirs,

Please accept this application for a position as a Volunteer Review Team Member on the Competition, Consumer Trust and Consumer Choice Review Team. I am proposing to serve as a representative of the Generic Names Supporting Organisation (GNSO).

My motivation to volunteer is driven by a desire to ensure that, as the addressing system continues to expand, we remain focused on the key reasons for the introduction of new Top Level Domains and link this program back to the Affirmation of Commitments. Given ICANN's global role I feel it is of paramount importance that we continue to review ICANN's accountability and transparency with the aim to allow ICANN to evaluate itself and engage in continuous improvement. The new gTLD program has had arguably the biggest impact on global Internet users since its inception and it is essential that we pause to examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice.

I have been involved professionally in the domain name industry for over 10 years and have actively participated in the ICANN community for the last 7 years. I am well versed in ICANN's practices and culture as well as the multi-stakeholder model and procedures.

The NetNames Group comprises of brands that serve a broad cross section of Internet users across many different geographies and interest groups. I have global responsibility for the delivery of TLD services, which includes the new gTLDs and dotBRANDs and therefore have extensive knowledge in the subject area. My direct involvement in the application process for new gTLDs, introduction of rights mechanisms for our corporate customers and broadening of choice for our retail consumers has meant spending a lot of time with these groups. That has enabled me to understand the issues and opportunities they have faced with the introduction of new gTLDs and expansion of the naming space.



My position has allowed me to build significant experience and knowledge of the rights application processes and protection mechanisms as well as intellectual property rights protection. As one of Europe's largest registrars, knowledge of competition, consumer choice and consumer trust in the domain name or other marketplaces is essential to my role.

I believe that this first hand experience will be of benefit to the final composition of the Review Team. My eagerness to listen and learn from others and adapt to different working environments whilst maintaining objectivity are fully aligned to the desired attributes of the team.

### Experience

#### NetNames Limited, September 2012 – Current, Head of New gTLD Services

NetNames is chosen by many of the world's most successful brands to enable and protect their Internet presence and Intellectual Property. NetNames offers global end-to-end solutions integrating market leading corporate domain management, online security and brand protection across all online channels.

In addition, I am a member of the Commercial Leadership and Senior Management Team with global responsibility for development of all customer facing domain products and services, proposition development, strategic alliances and re-seller products. I also hold strategic and operational responsibility for all marketing and sales activities across brands for domain products.

### Significant achievements in role

- Defined NetNames Group strategic options for the realisation of maximum value from the significant change underway online.
- Positioned NetNames as the global thought leaders on the new gTLD program and the impact the program has on digital branding, consumer interaction and client acquisition.
- Managed the end-to-end service of NetNames dotbrand service that enabled large corporate entities to apply for and operate their own Top Level Domain (TLD).
- Co-authored NetNames Internet 2020 report – the definitive study into user behaviour on the Internet based on the new gTLD program.



**Group NBT PLC, April 2009 – September 2012, Domain Operations Manager**

Group NBT PLC (Previous name of NetNames Limited prior to acquisition by HgCapital)

A Member of the Senior Management Team with overall responsibility for the operations of the core products, services, order fulfilment, supplier management and industry relations of the Group. Line management responsibility of a team of 45 staff located across three Countries. Reporting directly to the CEO.

**Significant achievements in role:**

- Successfully merged the core services of three businesses onto one unified platform helping to create Europe's leading corporate domain registrar and brand protection
- Developed the Group strategy for automation across the business platforms that fundamentally improved the user experience resulting in higher customer engagement through the Group's digital service platforms.
- Implemented new agile product development across 2 technical teams in London and Copenhagen resulting in more efficient product development and delivery.

---

**Previous**

**GroupNBT PLC, January 2007 – April 2009, Fulfilment Manager**

Responsible for fulfilment across the Group's three core brands for corporate, reseller and online customers. Managing a team of 28 staff. Product Manager for the Group's core domain services.

**GroupNBT PLC, April 2004 – January 2007, Head of Registrations**

Product Management role overseeing the implementation of 600+ automated products and creating improved online management portals for the customer base.

**Compass Global Music, October 2000 – November 2003, Music Director**

Technology lead for one of the first DRM solutions offered to major records labels to prevent



unauthorised copying and sharing of music online.

---

### Sample publications

- Protective Strategies: IP and New gTLDs (<http://www.worldipreview.com/article/protective-strategies-ip-and-new-gtlds>)
- Internet 2020 (<http://www.netnames.com/netnames-internet-2020>)
- Are you ready for the resetting of the Internet? (<http://www.theguardian.com/media-network/media-network-blog/2013/nov/06/ready-resetting-internet-gtlds-business>)
- Storm of New Domain Name Suffixes (gTLDs) Presents Online Opportunity and Risk (<http://www.chainstoreage.com/article/storm-new-domain-name-suffixes-gtlds-presents-online-opportunity-and-risk>)

