

Letter of Motivation

Competition, Consumer Trust and Consumer Choice Review Team

Greg DiBiase

I am applying to volunteer on the Competition, Consumer Trust and Consumer Choice Review Team because I want to help improve the experience of consumers interacting with the Domain Name System.

I am familiar with the new gTLD program and have witnessed its development from multiple perspectives. While working in ICANN's Contractual Compliance Department, I helped implement systems to monitor and enforce the obligations contained within the new Registry Agreements. As a result, I was able to see these obligations move from concepts into actual practices. In my current role managing registrar compliance for Endurance International Group, I have observed the effect of new gTLDs on the retail and wholesale registrars we operate and have an appreciation for the multitude of actors impacted by this expansion.

Inherent in both of these roles is a commitment to promote the interests of the consumer. Honoring that commitment requires an understanding of the challenges consumers face. Descriptions of these challenges were present in the numerous complaints I processed as ICANN staff. They are also apparent to Endurance's registrars as we attempt to improve customer experience while offering a growing number of gTLDs. I take these challenges seriously and believe participation in this review team will help me to better understand and address them.

While I have not participated in previous reviews, I understand the multistakeholder model and ICANN processes. I am a member of the Registrar Stakeholder Group and have contributed to policy development efforts. I would be honored to serve on this review team.