



Subject: **Motivation letter for becoming a volunteer in ICANN CCT - RT**

Dear Sir/Madam,

I was very glad when I saw this particular opportunity to apply for becoming a volunteer with ICANN Review Team on Competition, Consumer Trust and Consumer Choice and with this letter I would like to express my strong motivation for the same.

I have done my Masters in Business Administration from the most prestigious business school in India – Indian Institute of Management (Shillong). My educational background provides me the analytical and consulting skills which are essentially required in coming up with research recommendations in any particular area. In addition to that, I have been exposed to the new gTLD space since 18 months. I have taken care of all the aspects from contract signing to delegation and commercialization of the first gTLD from India - .OOO. My work involves handling the business strategy and operations for this gTLD.

Being closely associated with the new gTLD work environment, I'm familiar with ICANN multi-stakeholder model, its working practices and culture, including the New gTLD Program. I have experience in evaluating competition and market forces in the gTLD space with strong quantitative analytical skills and a strong understanding of information and domain naming systems. I can bring my experience of competition, customer choice and trust from a business angle to draw useful and relevant metrics and recommendations. I'm also a member of the Non-Commercial Stakeholders Group of ICANN to contribute towards a holistic policy-driven approach to preserve non-commercial interests.

After careful overview of the Review Team volunteering offer with ICANN, I believe that the core work ideally fully suits my intentions to contribute productively to the gTLD along with my skill sets, and therefore I would like to get an opportunity to be a part of it.

At the end I would like to point out that I am determined to make the most of this opportunity. I believe that being a student in your department would not only empower my knowledge base, but would give me the framework to utilize my full potentials. Moreover I feel that as an ICANN volunteer, I can benefit from the exposure to great work and people.

Once again I am grateful for considering my application and I look forward to a favorable conclusion.

Thanks.

Sincerely,

Soumya Iyer.