

November 13th, 2015

Dear Messrs. Reviews@ICANN.org,

As an executive in the ICT industry in Latin America, I have always been interested in technology developments and regulatory changes that result in changes in market dynamics. Whether in the satellite industry or in the numbering and addressing arena, I always participated in projects that caused disruption, when reaching areas with no coverage with a satellite connection or changing the paradigm of a market when implementing Number Portability in a new market. When I first found out about the gTLD program, I was very interested in learning more about it because I believed it would change the rules of the game, creating new markets, new needs, new players and new dynamics.

Domain names and IP addresses are the natural successors to telephone numbers. Having worked in the Numbering and Addressing industry for the past 10 years, I understand the importance of having unique identifiers and the gTLD program, together with IPv6, is the perfect tool to ensure an unlimited supply of domain names for decades to come.

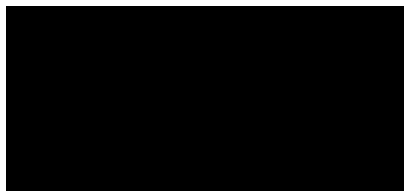
During my time with Neustar, I had the opportunity to work with colleagues responsible for TLDs and ccTLDs, such as .int, .biz and .co. This provided me not only a great understanding and working knowledge of the multistakeholder model, its procedures, ICANN and other Internet-related entities, but also with the gTLD Program, especially since Neustar was very active in pursuing several gTLDs for itself and other customers during the first round. I had the opportunity to participate in ICANN and IGF meetings as well over the past few years.

As a Global Marketing Director for a multinational satellite company, one of my responsibilities was to analyze and understand consumer/customer needs, trends and choices so that we could develop the appropriate strategies, tactics and recommendations for products that would meet customer needs, not only in Latin America but also in countries such as Russia, India, Turkey and others. Competitive and market data quantitative and qualitative analysis were key in positioning the company and its products appropriately, with the objective to clearly understand the market dynamics for facilitating the prediction of consumer/customer future needs. Once this was agreed upon by the different stakeholders in the company, our job was to then convert it into actionable items.

As a bilingual and bicultural professional (I have lived in the US for over 20 years while continuing to work globally), I have a unique background which, combined with experience in applying objective logical and analytical skills in cross-functional and cross-cultural teams, would make invaluable my contribution to the CCT team. I am looking forward to learning more in-depth knowledge about the Internet and it will be an honor to have the opportunity to interact with people who are shaping the future of the world.

Looking forward to working with you in the near future.

Sincerely,



Gabriela Lago



REFERENCES for GABRIELA LAGO

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