



Letter of Motivation.



Expression of Interest as a volunteer for Competition, Consumer Trust and Consumer Choice Review Team.

I am responding to ICANN's recent call for volunteers for community members to serve on the Competition, Consumer Trust and Consumer Choice (CCT) Review Team, as a representative of the ccNSO.

Whilst I have previously served on the first Affirmation of Commitments (AOC) Accountability Transparency Review Team (ATRT I) as a representative of the ALAC, and my original work for ICANN within the IAG-CCT in 2010 - 2013 also as an ALAC appointed representative; for the ensuing Metrics WG resulting in the Board's resolution regarding the Collection of Metrics for the New gTLD Program to Support the future AoC Review on Competition, Consumer Trust and Consumer Choice, I served on behalf of the ccNSO in the Implementation WG, whose final report in 2014, has guided the data collection, that has resulted in the development of our new 'metrics hub' and it is as a continuing **representative of the ccNSO that I seek to be considered for serving on this upcoming CCT-RT.**

It should also be noted that I have a solid and extensive background on this topic as well as the AoC requirements for RTs and was a highly engaged participant in ATRT II as well as having followed closely, the work, processes and outcomes of the other AoC ICANN's Affirmation of Commitments; Thereby, I am confident that if selected to serve I will be fully prepared, effective and capable of carrying out the CCT-RTs mission to "examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice, as well as effectiveness of (a) the application and evaluation process, and (b) safeguards put in place to mitigate issues involved in the introduction or expansion."

Further as outlined in my online bio material (some online links listed below) much of my (extensive) volunteer work over the last 15-20 years has specifically focussed upon the interests of the Consumers and end users in the Telecommunications and Internet industry sectors.

<http://www.womenonboards.org.au/my/profile/view?pid=1861>
<https://au.linkedin.com/pub/cheryl-langdon-orr/0/a93/956>

I understand the mandate of this Review Team and believe I have over my years in service as a volunteer in various ICANN activities and in the wider community shown that I will be able to more than adequately undertake all of the listed 'Responsibilities' as well as having the necessary skill sets and experience to perform as a high level contributor, team member as well as a work team leader etc.,

Specifically with regards to the 'Knowledge and Experience' criteria my supporting materials (attached) as well as my volunteer activity and leadership within ICANN and the DNS demonstrate that I will positively contribute to the intended 'Diversity' and representation of communities (specifically consumers, individual domain name registrants and non contracted parties, ccTLD interests, as well as Internet end users) and I do indeed possess the following desirable traits:-

- *Knowledge of ICANN and its working practices and culture, including the New gTLD Program;*
- *Familiarity with the multistakeholder model and procedures;*
- *Expertise in consumer protection matters;*
- *Understanding of the New gTLD rights application processes and protection mechanisms;*
- *Experience in or knowledge of mitigating DNS and potential security threats;*
- *Experience in evaluating competition and market forces in the gTLD space or in other industries;*
- *Expertise in quantitative analysis and information systems;*
- *Expertise in or knowledge of intellectual property rights protection;*
- *Knowledge of competition, consumer choice and consumer trust in the domain name or other marketplaces; and*
- *Capacity to draw fact-based conclusions and feasible and useful recommendations.*

I am available to commit my volunteer time in ICANN to this purpose from December 2015 and to perform my work in the intensive manner of all previous RTs from the beginning in January through to the proposed project final report date in December 2016.

Kindest regards,

Cheryl Langdon-Orr ... (CLO)

[Redacted signature block]

Contact
Details:

[Redacted contact details]

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Attached: (as requested)

Statement of Interest form

Short CV/ Bio as published in my Women on Boards Australia, profile.