

**Letter of Motivation:**  
**Competition, Consumer Trust and Consumer Choice Review Team (CCT-RT)**  
**Christa Taylor**

I wish to serve as a volunteer member of the Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice because I want to contribute to the success of the ICANN and its multitude of stakeholders, including existing and future generic Top Level Domain (gTLD) applicants. Existing and prospective new gTLDs are changing the Internet at an increasingly rapid pace with more people and companies around the globe accessing and relying on their performance. With hundreds of new gTLDs now on the Internet and hundreds more to come, new gTLDs will continue to change the Internet in a variety of ways including increased competition and consumer choice.

While shifts of this magnitude are a challenge to implement, measuring success is critical and requires relevant, meaningful metrics to gauge the effectiveness of application inputs, evaluation processes and relevant safeguards. Becoming an IAG-CCT member is a rare and an exceptional opportunity that to assist in shaping the gTLD program within ICANN.

I have an extensive background in key fields that I believe will be beneficial to the IAG-CCT team including:

- Knowledgeable on the competition, consumer choice and consumer trust metrics as I was part of the CCT-RT committee that analyzed, reviewed and prioritized the metrics provided by the Consumer Trust Working Group
- Extensive experience in dealing with vast amounts of data, quantitative analysis, developing methodologies to process the data in creating useful, meaningful reports used in corporate reports and decision-making
- Conducted competitive analysis on numerous gTLDs, including applicants in a string contention to evaluate competitive advantages, market segments and resulting volumes to assess the business plan and where applicable, justify funding requirements
- A comprehensive understanding of the gTLD application process along with the financial commitment required of its applicants. I supported over 50 TLDs on the financial aspects of their applications (Question 45 to 50) and clarifying questions for a variety of applicants including brands, IDNs and generic TLDs
- Knowledgeable on ICANN's multi-stakeholder policies along with new gTLDs rights protection mechanisms
- I possess a great attitude, enjoy challenges and bring a balanced perspective to problem-solving

Thank you for considering my application.

Yours truly,



Christa R. Taylor, B. Tech. CPA, CMA, MBA