

October 14, 2015

Mr. Thomas Schneider
Mr. Fadi Chehadé

Gentlemen,

I hereby express my interest in volunteering for the Affirmation of Commitments mandated review of the impact the new gTLD program has had on Competition, Consumer Choice and Consumer Trust in the DNS (CCT-RT). My specific anticipation of this review began in Cartagena, Columbia 10 December 2010, with a resolution of the ICANN Board named after me (<http://cartagena39.icann.org/meetings/cartagena2010/transcript-board-meeting-10dec10-en.txt>). This resolution set the stage for incorporation of data and the establishment of metrics as a part of this review. Since that time a great deal of effort has been expended identifying data sources and recommending over 70 metrics and I have, along with my colleagues on the CCT WG and the CCT IAG, been at the forefront. As the Chair of both groups, I have an intimate understanding of the work that has gone into preparing the quantitative portion of this review. As you might imagine, I would like to see this historical effort through to its conclusion.

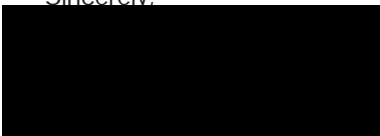
While I am an active member of the Intellectual Property Constituency (IPC) within ICANN, my member companies encouraged my participation in the ICANN community, beginning in 2005, as a reformer. In 2005, my members (small software development companies) were less interested in specific policy outcomes and more concerned the ICANN function would get rolled into the United Nations or ITU. My participation over the past 10 years has focused on organizational accountability, operational excellence, improved public participation, improved contract enforcement and metrics. Dubbed "Metrics Man" by you, Mr. Chehadé, I have enthusiastically (and I hope constructively) engaged the Board, staff and community on operational reform. I hope to have the endorsement of the Commercial Stakeholder's Group but I believe I have the respect of all of the stakeholder groups and advisory committees as an honest broker.

Consequently, I am perhaps unique in my qualification for the CCT review team in that I have no interest, financial or philosophical in any specific outcome to the review. I represent consumers of the DNS, not its operational entities. If selected, I will focus entirely on encouraging a thorough review and the production of constructive recommendations for improvements for the next round. Of course I understand that metrics are only a part of the CCT review process but a significant part and I stand ready to engage with the other members of the review team on the subjective portion of the review.

Attached to this letter is the very first resume I have ever created as I have been an entrepreneur my entire professional career, first as a technologist and then as an advocate for technologists. Within you will find some description of my work both inside ICANN and outside in areas such as IP, Privacy, Consumer Protection and Innovation policy in capitals around the world and the UN. It all began with clients in government and Fortune 500 companies operational challenges. I listened, converted their requirements into use cases, worked with them to re-engineer their existing business processes and finally implemented solutions. When all is said and done, this review process should be no different.

Thank you, in advance, for your consideration of my proposal to participate in the CCT review. I'm available to answer any questions you might have. I'm confident I would be a valuable addition to the team.

Sincerely,



President

