Letter of Motivation - CCT Review Team
Jordyn A. Buchanan
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I write to express my interest in serving on the Competition, Consumer Trust and Consumer Choice (CCT) Review Team as a representative of the Generic Names Supporting Organization (GNSO). The promotion of competition and consumer trust is central to ICANN's mission, and a data-driven review of the impact of new generic top level domains (gTLDs) in these areas is essential to understanding the effects of the 2012 New gTLD Program.
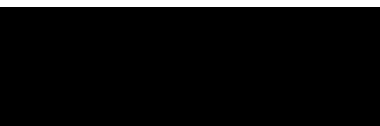
Although I didn't realize it at the time, when I registered my first domain name, debate.net, in 1995, I was setting a template for many years of interaction with the domain name ecosystem. The first part of this journey was as a technologist: starting as a registrant in the days when we still edited zone files by hand, I devoured Cricket Liu's *DNS and BIND* on the way to becoming a system administrator and co-founding an ISP, providing DNS services to consumers and businesses. Later, as my career brought me to work directly in the domain name industry, I had the chance to be involved in the formative days of registrar competition at Register.com and then gTLD expansion with both the 2000 round, as well as the 2012 New gTLD Program. Along the way, I'm proud to have worked on the original provreg working group within the IETF that developed the EPP spec, and within ICANN to have served on the technical steering group that developed the Redemption Grace Period.

It also seems fitting that my first domain name was debate.net because alongside my technical career, I've had the chance to participate in the debates and discussions that make up ICANN's multistakeholder Policy Development Process (PDP). In functions ranging from charter drafting to serving as a member of the Names Council, I've had the opportunity to be a part of the community of volunteers that makes this process work. While I've often participated in these debates as an advocate, I've also chaired two PDP working groups, setting aside my own positions and driving work forward on behalf of all working group members.

Throughout my career, I've always believed in the importance data-based decisionmaking. At times, I've been able to combine this drive with my participation in ICANN processes to better inform the discussion. As an RSTEP panelist [evaluating the implications of releasing two-character SLDs within .name](), I developed the "honeypot" used to gather data to understand the risks posed by incorrect resolver configurations; more recently, I led the [data analysis effort by Google]() to shed light on the risk of name collision based on our recursive resolver constellation. Although I don't expect technical data-gathering exercises to be part of the CCT review, an understanding of relevant technical issues and the ability to draw conclusions based on data will be essential to its success.

I've spent years both developing ICANN policies and putting them into practice in technical systems. Now, we have an opportunity to better understand how those decisions are working for registrants and Internet users. I hope to be a part of that work, and thank you for your consideration of my interest.

Sincerely,

Jordyn A. Buchanan