



12 November 2015

Dear Sir/Madam

Application for a position of Volunteer in the ICANN Competition, Consumer Choice and Consumer Trust Review Team

I wish to apply for a volunteer position as an independent expert in the *ICANN Competition, Consumer Choice and Consumer Trust Review Team* as advertised on mailing lists across ICANN communities. With this letter would like to outline my suitability the position.

I hold a Bachelor of Business Administration (Marketing) from the University of Botswana, and am currently studying for MBA (Strategic Planning) with Edinburgh Business School, Heriot-Watt University. I have also gone through Leadership Development training and hold several other qualifications as outlined in my CV.

I believe I have the right balance of experience, skills, education, and passion for this position in the Review Team. The responsibilities listed for the team include creation of charter documents for the Review Team, data analysis, considering public, board and community input and incorporating it as necessary, drawing conclusions and developing recommendations as well as delivery of reports.

These are exactly some of the roles I have played in my previous positions. I have had the experience of carrying out all the listed responsibilities at various levels during the course of my 10-year career in communications, marketing and Information Communications Technologies (ICT), telecommunications and innovation. Most recently I am on the Technical Advisory Committee of the .bw registry, and such roles as development of policies, report writing, as well as multi-stakeholder community engagement have been some of the things I have been doing. The committee also looks at issues relevant to the consumer trust, choice and competition, especially because the registry sits with the Communications Regulator.

I also currently sit on the ICANN Fellowship Selection Committee as a representative of Africa since July 2014. I have been involved in Internet Governance activities since 2006, and in particular, with ICANN for the last 8 years, and understand the multi-stakeholder model very well, and have followed the New gTLD programme very closely, especially coming from Africa where there were some issues related to this programme. I have recently successfully organized an IANA Transition workshop in Botswana, gathering key government officials, private sector, civil society, armed forces and other key stakeholders. The workshop was facilitated by the ICANN Regional Manager for Africa, Mr. Bob Ochieng.

As a Business Consultant, with a Marketing background, I deal with consumer trust and consumer rights almost on a daily basis. In my work as a volunteer for the Botswana Information Technology Society, the society represents and advocates for the average consumer on the street in certain key forums, so I am quite familiar with such issues, and how they affect consumer trust. As a Marketing practitioner, consumer trust is central to continued relationships with clients, and is an ideal that I live by in my profession.

Additionally I am passionate about technology and the potential it has for human development, and subscribe to Sir Arthur Lewis' adage that "the fundamental cure for

poverty is not money but knowledge" and my work in civil society has born testimony to this. This passion has driven me to volunteer for the Botswana Information Technology Society (BITS), where I am currently Vice President, having previously been Secretary General. In this role I have done community projects involving capacity development, seminars, and raising community awareness about such issues as internet governance and cyber-security. I have coordinated many community projects in Botswana with local partners as well as international such as the Google Setswana Wikipedia Project (2011).

Given the brief information, I do trust that you would consider me as one of the team members of the ICANN Competition, Consumer Choice and Consumer Trust Review Team.

I look forward to hearing from you.

Yours faithfully

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Gaongalelwe ("Gao") Mosweu (Ms)