

Letter of motivation in serving on the Review Team

My background is in management information systems with in-depth knowledge and experience on data analytics, reporting and project management. I bring to the Review Team a detailed eye at looking at extensive raw data, determining if the value set is appropriate, then providing sound findings in an easy to digest format. As a project manager, it is critical to focus on the end goal by listening and understanding through a collaborative team.

In my current position at Fox, I am responsible for managing the operations of the .FOX TLD along with the compliance and policies surrounding our corporate domain portfolio. As part of my role, I have created databases and procedures to evaluate our existing domain portfolio as well as the impact of the New gTLD program. Fox is a multinational mass media and content company that has many diverse businesses within it. As such, each business generally has the choice to register and market their own domains regardless of TLD (and cost), while our team administrates and manages the domain portfolio.

I have attended ICANN meetings since ICANN51 Los Angeles. Each meeting has brought a new learning experience to me. Initially I was excited to learn as much as possible about this new frontier. I soon learned that there were many different interests, and quite frankly, a lot of angry people. At the last ICANN meeting in Dublin, I was selected to participate in the ICANN Leadership Training Program on behalf of the Business Constituency Group. This was a fantastic exposure to the diverse stakeholders of ICANN. My big take-away from this program was despite the many differences we all brought to the table, there were many similar goals we all wanted to achieve.

Through the Business Constituency Group and Brand Registry Group, I have recently drafted comments to ICANN on Phase 1 Study of AoC Review of the New gTLD Program as well as other .Brand related comments.

As ICANN continues calls for new volunteers through the multi-stakeholder process, I would love the opportunity to provide a fresh perspective on this Review Team as .brand owner, business and consumer of domains.

Sincerely,

A solid black rectangular box redacting the signature of Cecilia Smith.

Cecilia Smith