



**NOMINET**

# CANDIDATES' ELECTION STATEMENTS

**Non-executive director elections 2016**

April 2016

Please read carefully before casting your vote.

[www.nominet.uk](http://www.nominet.uk)

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## Phil Buckingham

Proposed by Andrew Bennett, Netistrar Ltd.

Netistrar Ltd would like to propose Phil Buckingham for the Nominet non-executive director election. I first met Phil a few ICANN meetings ago and since then he has become a customer and friend of Netistrar.

Phil's recent work as a new gTLD financial evaluator and as a volunteer on numerous GNSO working groups makes him very knowledgeable of policy issues. He has written many blog posts on CircleID and The Domains which are always interesting and informative to read.

However I believe it is Phil's strong financial background both as a former CFO for a large UK registrar and as a trained accountant that makes him an ideal candidate for the board today. As we know Nominet is about to make millions of pounds extra through price increases and is attempting to do the same with diversification - an extra pair of eyes watching where and how that money is spent would be very valuable to the company.

Seconded by James Conaghan, Namedropper.

Phil Buckingham has a depth of experience which will be of benefit not only to Nominet and its broad membership but also to the public interest which is where my own interest lies. For more than 20 years he has worked within the industry including with ICANN. He is enthusiastic and committed to the public interest, a role to which Nominet has recently reconfirmed its own commitment. I believe his financial experience will also be of great benefit.

### Election Statement

Dear Nominet members,

I would like to seek your vote and support in my application to join the Nominet Board as a Non- Executive Director for a three year term.

Have you read Lyons' review issued Jan16. It has provided Nominet, the company, its members –Registrars - big and small - with the perfect opportunity for all us involved in the .UK DNS to get it right. Making 19 recommendations on its operating model, risk assessments, governance, regulation, accountability, transparency, how to prepare the company for the challenges ahead and become " fit for purpose " in meeting your expectations . Recommendation 15 was the suggestion to bring an executive Finance Director to the Board.

In 20 years Nominet has become a first class Registry with 10M customers to serve. With the .uk space saturated . With the launch of 1000 TLDs, With the ability for registrants to switch perhaps to more memorable , relevant web addresses, Nominet 's monopoly of the .uk space faces unprecedented challenges, changes , increased competition, increased public and political expectation for the UK internet industry as a whole from its end users, UK business , UK individuals.

This is a dual role balancing Strategy, Decision making, Oversight, Responsibilities to the Company. Understanding what the members of Nominet want and deliver on this.

If elected I would look to start building communication channels with members to discuss the issues behind these recommendations.

I believe I possess a set of skills from a background of over 20

years in the DNS , starting as CFO of Netnames in 1995. My strategic, financial, operational expertise in the Registry and Registrar domain name space will prove invaluable to Nominet , the not for profit, limited by guarantee Company , but also to you the Members. I think I have a number of the qualifications, experience, abilities, skills and knowledge per "The Nominee" candidate. I am passionate about domain names. Experienced at Board level. Delivering successful corporate objectives, strategies , policies. Involvement @ ICANN in its bottom up, multistakeholder, consensus driven policy development processes, new gTLD programme, gTLD Registry financial strategist, CCWG – Accountability participant on ICANN's IANA transition proposal to empower the Community, lessening governments and the Board's powers.

I am now prepared to make the huge commitment to work with the Board, but crucially yourselves to start to building bridges as Nominet , the company, the members each faces huge challenges in the years ahead. The mission – in the global public interest , offer domain name registrants increased choices , trust , competition , fairer pricing but also to develop alternative strategies , innovation, support , funding in growing & protecting the UK Internet .

With 50% price increases, new TLD Registries, new TLD back end services Nominet's revenues will substantially increase. I would start work ( with new CFO) on bringing in better financial controls over how the money is spent , better KPIs, better accountability and transparency mechanisms, so that Nominet continues to be a world class Registry .

Thoughts ? I hope you will vote for me and join me in these huge challenges ahead.

Phil Buckingham March 3 2016

### Curriculum Vitae

Phil Buckingham

CEO, Dot Advice Limited

Email: phil@dotadvice.co.uk

Skype: philip.buckingham14

Mobile UK: 00 44(0)7957643357

LinkedIn: Phil Buckingham

### Summary

**Phil Buckingham is an Internet Domain Name System (DNS) pioneer ,financial and strategic expert, veteran of 20 years,with very very extensive knowledge of ICANN's new gTLD programme, processes, through the evaluation,contracting, delegation,operational readiness, launch and in future launches of new Top Level Domain (TLD) Registries by global .brands .generics .geos .IDNs.**

Phil(ip) James Buckingham is Founder, CEO of Dot Advice Limited, a UK company registered in 2009. An Internet Domain Name consulting firm currently providing specialist strategic, financial data stats, analytics & reporting, ROI decision making, registration revenue pricing models, M&A valuation advice to new Top Level Domain (TLD) Registries, ICANN Accredited Registrars and second level domain name Registrant Users. Dot Advice Limited also provides a range of financial, sales and marketing services, solutions, products for a niche, vertically integrated business model for .brand TLD Registries.

Phil was initially, back in 1995, a Co-founder, CFO of Netnames, a corporate portfolio brand Registrar at the very start of the commercialisation of Internet domain names. As CFO instrumental in a merger, flotation of Group NBT PLC on LSE full list with £400M market capitalisation in January 2000.

Phil graduated with Honours in Business Studies from University of Hertfordshire, subsequently becoming a UK Certified Chartered Accountant.

#### **Personal Characteristics:**

Phil is a determined, driven, approachable, loyal individual with professional integrity. He is very much a team player, who leads from the front.

Phil has an entrepreneurial spirit, has the common touch, with the ability to communicate at all levels within a corporate organisation.

Phil has successfully developed and moulded teams of individuals, particularly in setting up and developing pioneering Internet domain name registry and registrars from start up to flotation on the AIM London Stock Exchange & Nasdaq.

#### **Professional Career History, Experience, Skills within ICANN, Registry, Registrar DNS:**

##### **2009 –Current Dot Advice Limited Founder, CEO**

##### **2009**

Phil joined Deloitte, in its bid for ICANN's gTLD Programme contract as lead financial evaluator, to evaluate the financial and technical business models of TLD applicants applying to operate a TLD Registry. Subsequently not able to be a financial evaluator due to conflicts of interest.

##### **2010**

Submitted an EOI to ICANN with a detailed, costed, templated gTLD financial evaluation model on 500 applications. Subsequently, parts used by ICANN in its Applicant Guidebook.

##### **2011-2012**

Participated in ICANN GNSO gTLD Vertical Integration WG Policy Development Process (PDP). Subsequently PDP approved a change to a vertical integrated registry- registrar business model. Brands can now apply / use a Single Registrant Single User ( SRSU), vertically integrated model.

##### **2010-2012**

Participated in UK govt Race Online 2012 ( to get all 100% of UK citizen online for London Olympics).

##### **2009 -2012**

Invited by UK Royal Family to prepare a business case to apply for .royal TLD Registry.

Invited by UK Dept of Culture, Media, Sport to submit an EOI to Mayor Office for.london Registry.

Invited by British Virgin Islands government to prepare business case to apply for .BVI TLD Registry.

##### **2012**

Formed a JV Partnership with Dot TBA Inc. to prepare in accordance with ICANN's Applicant Guidebook, Strategic TLD Registry business models and plans, financial questions and answers, Letters of Credit, Continued Operations Instruments (COIs) for over 25 Applicants, including .brands .IDNs .geo. generic throughout the globe. These business models were evaluated for strategic, financial, technical and operational viability to run a new TLD Registry. All our applicants passed.

##### **2013-2015**

Provided for gTLD Registries auction valuations, premium pricing, operational readiness & launch plans.

Developed Registry/ registrar vertically integrated business models for .closed brands, and .open generics, geos and IDN.

Tracked all TLD Registries stats on a weekly basis from the start in 2013 to produce financial stats, trends, analytics, reports, pricing strategies and TLD valuations for individual TLDs and the industry as a whole.

##### **2014-2015**

Participant on ICANN's Implementation Advisory Group, Consumer Choice, Consumer Trust Competition re review of ICANN 's gTLD programme for a Round 2.

##### **2015- Current**

Participant on ICANN's CCWG- Accountability proposals re US govt giving up its oversight role for the IANA root zone, to be implemented solely by ICANN in 2016.

##### **1995-2001**

#### **Netnames International Ltd, later Group NBT PLC Chief Financial Officer, Netnames International Ltd, Domain Name Registrar**

Summary : One of five individuals to set up this pioneering company at the start of the registration of domain names in the UK in 1995. Its meteoric rise after 5 years resulted in a flotation on the London Stock Exchange , valuing it at £400M in 2000 .

Responsibilities: For all financial corporate statutory reporting.

Responsibilities included :

Setting up all financial and administration reporting functions within the company, including statutory accounting, management accounting , sales revenue forecasting , renewal rate analysis , domain NIC payments, payroll functions, corporate secretarial services.

Full integration of the technical and back office , financial and marketing registrar functions.

Developed client base that included one quarter of the FTSE to provide corporate domain portfolio brand management services.

Established operations in USA and Australia.

Sold domain names in all 300 domain name extensions, acquiring country code extensions, like .tm .tv

Set up pioneering online , multicurrency domain registration business models.

Performed Yellow Book London Stock Exchange requirements for legal and financial due diligence

to float via a reverse takeover IPO in 2000.

#### **Declaration**

1. Are you or is any person connected to you a Director or a shareholder of a company which is:

- A member of Nominet?
- In partnership with Nominet?
- In a joint venture with Nominet?

**No**

2. Are you a member of Nominet in your own right?

**No**

3. Have you, or any person connected with you, been a registrant of any .uk domains over the past five years? If so, please provide full details.

**Yes, 5 under Dot Advice Limited (my company)**

4. Have you, or any person connected with you, been a Nominet registrar during the past five years? If so, please provide details of all relevant tags, together with the number of domains registered under each tag.

**No**

5. Does any person you are associated with have any of the following relationships with Nominet?

By "associated", we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Supplier
- Customer (as registrant or registrar)
- Competitor
- Banking
- Distribution
- Any other ongoing, but material relationship (such as a dispute)

Please provide full details.

**No**

6. Are you associated with any adviser to Nominet?

By "associated", we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Audit
- Tax
- Legal
- Investment banking
- Pensions or investments
- Management consultancy

Please provide full details.

**No**

7. Are you a member of a Committee or a Commission or do you have a material position with a Regulator, any department of Government, a Trade Body, a Professional Body or a Charitable Organisation?

Examples include where the relevant organisation:

- Influences government policy
- Influences accounting standards
- Is preparing industry guidance

**No**

8. Are you associated with an investment organisation of any nature?

By "associated", we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Venture capital/private equity
- Hedge fund
- Investment trust/fund
- An organisation taking material positions in shares or securities

Please provide full details.

**No**

9. Are you in a position that you (or a company you are a director or material shareholder of) could make a profit as a result of your directorship of Nominet?

**No**

10. Do you know of any other circumstances that could give rise to a potential or actual conflict of interest or duties?

**No**

## Questions & Answers

### Question 1

**Nominet's constitution provides that its activities are to be carried out for the public benefit. In the context of a domain name registry, what does this mean to you?**

Public benefit is defined as :

The benefit aspect of public benefit is about whether the purpose is beneficial. A purpose must be beneficial . Any detriment or harm that results from the purpose must not outweigh the benefit.

The public aspect of public benefit is about when the purpose benefits. The purpose must benefit the public in general , or a sufficient section of the public.

Nominet represents the public when looking after the .uk space. The Internet is a self- regulatory industry, so Nominet can be flexible and move with the times.

Nominet is also a one off hybrid . It is a company limited by guarantee, primarily used by not for profit organisations. As such its members act as a guarantor. Nominet cannot distribute its profits to its members. As such Nominet should be seen to not to make profits. If profits are made those profits then should be distributed to help Internet related causes and issues that affect everyone that uses the .UK DNS space and its infrastructure. Examples would be stopping child pornography on line , cyber-bullying online, helping education online .

So decisions made by the Nominet Board should be made in the context of supporting this public benefit definition, not just in the interest of specific groups. The .UK registry should represent the wider stakeholder community, which is the 91% of the UK population that is online as well as all its 2600 members large and small and its 10M registrants through a balanced strategic approach.

Currently in my opinion Nominet is doing a good job , but in an increasingly challenging political, business and social environment.

### Question 2

**The Nominet Board places a high degree of importance on each director being able to exercise independent judgement, free from any conflicts of interest. Please describe how you would be able to fulfil your duties in the light of your involvement in the domain name industry or your other commercial interests.**

I have been trained as a professional accountant , a corporate external auditor where a third party is providing independent , impartial judgements .So I have previously provided impartial , independent judgements and advice as an auditor . If there was any potential conflict of interest these would be declared , with me not able allowed to work on that audit.

I am bringing to the Nominet Boardroom my invaluable skills , experience, qualifications and opinions from 20 years in the

Domain name industry. I have spent many years in ICANN 's bottom up , multistakeholder consensus driven policy development process. Opinions will inevitably differ but I will draw my own conclusions based the facts.

I am very able to put aside my personal or business interests and look at the bigger "strategic " picture of the Domain name industry impartially and how I think it impacts on Nominet , the company and its members. As a Board member I seek no personal gain from the appointment, only to be paid to do a job to the best of my abilities.

I have signed a complete disclosure of my commercial interests and potential conflicts of interest. It is publicly available. As I am not a member of Nominet ( I only have a handful of domains )but with a deep understanding of the domain name industry it will serve me well in making independent , impartial decisions . Rather than affecting my judgment it actually helps my judgement in (say) making strategic decisions for the Company or understanding more about the ongoing issues that members are facing.

In the event that it is seen that any form of conflict of interest may arise, I would immediately notify the other Board members and the members by immediately updating my new statement of interests.

### Question 3

**As a non-executive director you will be given access to confidential information about Nominet's business and the commercial dealings which Nominet has with each of its members. In the light of Nominet being a membership organisation, and any member relationships that you may have, please describe how you will comply with your confidentiality obligations, and avoid the perception that one or more members may be given an unfair commercial advantage as the result of your election.**

I am standing to represent nobody but myself and to contribute to Board Meetings to the best of my ability for the benefit of Nominet and its members, treating everyone on a equal and fair basis.

I trained as an accountant.

I conduct myself in a professional manner with integrity.

In my professional capacity as a non- executive director, with my corporate responsibilities towards Nominet and its members I will treat all confidential information as just that – confidential. I would never use my position on the Board knowingly to give one member commercial advantage over another. However I would expect that all information is made as transparent as possible and publicly available to comply with Nominet's global public interest mission.

However if I was aware, made aware that one member is being given a commercial advantage over another , then as part of my fiduciary duty I would act and make my fellow Board Directors aware of the situation.

### Question 4

**Joining the Nominet Board is a serious commitment both in terms of preparation time and attending meetings. We estimate a minimum annual commitment of 30 days. In the light of your other employment, business and personal commitments, please describe how you are able to meet this commitment.**

After twenty years in the DNS business it would be an honour to serve on the Nominet Board, bringing with me all my all skills and experiences gained.

By deciding to apply I have already made the commitment to serve

Nominet and its members to the best of my abilities for the three year term.

As a CEO of a gTLD strategic,financial consultancy I work virtually and am very flexible on timings which will enable me to fulfil my duties and support the other Board members.

I previously have served on many many ICANN working groups committing hundreds of hours of non chargeable time as a participant volunteer. I do it because I am passionate about all things domain names. I am English born and bred and am proud of the achievements so far in Nominet's twenty years. I wish to make a valued contribution to the continued future success of Nominet and to maintain its status as one of the most trusted TLD Registries in the world.

## Volker Greimann

Proposed by Michele Neylon, Blacknight.

I wish to nominate Volker Greimann for the 2016 NOMINET NON-EXECUTIVE DIRECTOR ELECTIONS

Volker has been an active and engaged participant in European and global Internet Governance matters for several years and brings knowledge and expertise, as well as a strong legal background.

Seconded by Luc Seufer, EURODNS.

I would like to I wish to nominate Volker Greimann for the 2016 NOMINET NON-EXECUTIVE DIRECTOR ELECTIONS.

### Election statement

As a representative from continental Europe I may not be the obvious candidate for the position of member-elected non-executive director of Nominet, however my past experience in the domain industry and perspective as an outsider make me a valuable addition to the Nominet board.

While I am currently very involved in the ICANN policy making process and model of DNS governance, I am also very passionate about the ccTLD space which I believe to be an ideal counterbalance to the ICANN model. As general counsel, part of my daily work is dealing with and implementing policies and regulations of many different ccTLD operators. ccTLD name spaces provide a different perspective and fulfill an important role as incubator for alternate policy proposals closely matched to the needs of the TLD and the country it represents.

I will contribute to the management of the policy development discussions within Nominet drawing upon my experiences in working with other TLD operators and their policies. In an environment of ever growing outside demands regarding self-policing and enforcement of third party rights, it is critical to be able to benefit from past experiences and to dare to explore new paths when reacting to these outside influences. In many cases, a solution will already exist. Indeed, by reviewing and understanding existing best practices in both ccTLDs and gTLDs, an ideal or workable solution may already exist that can be adapted to solving any future problem without necessitating a re-invention of the wheel.

I support the idea that internet policy should flow from the bottom to the top in a self-regulated, consensus based process considering the interests and input of all stakeholders, i.e. registrants and providers of domain services alike. As member of the GNSO council, the body tasked with managing the policy development process within ICANN, I am constantly working towards realizing and maintaining this ideal.

Nominet members do not only represent their own interests as (accredited) channel partners and self-managed member, but also the interests of their customers, who have entrusted the management of their domain names to them. If elected, I would therefore see my role not only as a representative of my supporters, but of all registrants and members.

Ultimately, the main role of Nominet is to uphold the best interests of all internet users of the .uk name space, both within and without the UK and ensure its stability. If elected, I will be working to protect and uphold those interests on the board of Nominet. I would therefore be very grateful for your support and vote.

### Curriculum Vitae

I am General Counsel, chief policy officer and authorized signatory at Key-Systems GmbH, an accredited Channel Partner at Nominet and ICANN accredited registrar.

I have been involved in the domain name industry since 2007 when I first joined IS Inter-Services GmbH - a shareholder in Key-Systems GmbH. I transferred to Key-Systems GmbH in 2008 to take my current position. As head of the legal department at Key-Systems, I am directly involved in compliance management, handling of abuse complaints and review of registry policies. I am also certified as .SE domain administrator for Key-Systems GmbH.

I represent Key-Systems GmbH as its full voting member in the ICANN Registrar Stakeholder Group and represent the Registrar Stakeholder Group as Vice-Chairman and councillor on the GNSO council. During a brief time where no chair could be elected, I served as temporary co-chair of the GNSO council.

I also previously served as Secretary of the Executive Committee of the Registrar Stakeholder group. I participate actively in ICANN PDP Working Groups in the consensus-based multi-stakeholder policy making process.

By trade I am a fully qualified German lawyer, having completed my university studies in 2000 and my vocational training at law in 2005, both with the respective German state exams.

From 2001 to 2003, I participated in a two-year post-graduate scholarship program of the German Academic Exchange Service in Japan.

I believe that based on my background and experience I will be able to contribute actively as a non-executive director of Nominet.

### Declaration

1. Are you or is any person connected to you a Director or a shareholder of a company which is:

- A member of Nominet?
- In partnership with Nominet?
- In a joint venture with Nominet?

#### **I am an employee of a nominet member**

2. Are you a member of Nominet in your own right?

**No**

3. Have you, or any person connected with you, been a registrant of any .uk domains over the past five years? If so, please provide full details.

**No**

4. Have you, or any person connected with you, been a Nominet registrar during the past five years? If so, please provide details of all relevant tags, together with the number of domains registered under each tag.

**No**

5. Does any person you are associated with have any of the following relationships with Nominet?

By "associated", we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Supplier
- Customer (as registrant or registrar)
- Competitor
- Banking

- Distribution
- Any other ongoing, but material relationship (such as a dispute)

Please provide full details.

**My employer, Key- Systems GmbH is an accredited channel partner.**

6. Are you associated with any adviser to Nominet?

By “associated”, we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Audit
- Tax
- Legal
- Investment banking
- Pensions or investments
- Management consultancy

Please provide full details.

**No**

7. Are you a member of a Committee or a Commission or do you have a material position with a Regulator, any department of Government, a Trade Body, a Professional Body or a Charitable Organisation?

Examples include where the relevant organisation:

- Influences government policy
- Influences accounting standards
- Is preparing industry guidance

**No**

8. Are you associated with an investment organisation of any nature?

By “associated”, we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Venture capital/private equity
- Hedge fund
- Investment trust/fund
- An organisation taking material positions in shares or securities

Please provide full details.

**No**

9. Are you in a position that you (or a company you are a director or material shareholder of) could make a profit as a result of your directorship of Nominet?

**No**

10. Do you know of any other circumstances that could give rise to a potential or actual conflict of interest or duties?

**No**

## Questions & Answers

### Question 1

**Nominet’s constitution provides that its activities are to be carried out for the public benefit. In the context of a domain name registry, what does this mean to you?**

The public benefit in the context of the DNS system means that a registry operator should always act in the best interest of all stakeholders. Internet users, domain owners, service providers and otherwise affected parties must be considered both in the application of existing policies as well as in the formulation of new

regulations.

Nominet needs to be perceived as an independent arbiter of the public interest in the public eye, sufficiently reactive to changing needs and dependably constant when faced with temporary demands. Any changes enacted by Nominet should first and foremost be designed to meet or address an actual need instead of being seen as giving in to outside pressure. When engaging in the development of new policies, Nominet should draw upon established industry best practices to find the optimal and least invasive solution for the issue that needs to be solved.

### Question 2

**The Nominet Board places a high degree of importance on each director being able to exercise independent judgement, free from any conflicts of interest. Please describe how you would be able to fulfil your duties in the light of your involvement in the domain name industry or your other commercial interests.**

I would not allow commercial interests to influence my judgement. In my experiences as a lawyer, as a vice-chair of the GNSO counsel and a member of the Executive Committee of the Registrar Stakeholder group I have always acted on behalf of interests beyond my personal immediate sphere of interest or that of my employer while still drawing on my experiences and perspectives. In short, I will not allow personal or individual interests to compromise my duties on the Nominet board and will aim to represent all members and stakeholders.

### Question 3

**As a non-executive director you will be given access to confidential information about Nominet’s business and the commercial dealings which Nominet has with each of its members. In the light of Nominet being a membership organisation, and any member relationships that you may have, please describe how you will comply with your confidentiality obligations, and avoid the perception that one or more members may be given an unfair commercial advantage as the result of your election.**

Both as a lawyer and as a member of the management board at Key-Systems, I am expected to handle confidential information with utmost care. Neither the confidential information I would receive on the Board nor the content of any non-public discussions will be shared with or made known to any third party. Neither will I use any such information for my personal benefit or that of any third party.

### Question 4

**Joining the Nominet Board is a serious commitment both in terms of preparation time and attending meetings. We estimate a minimum annual commitment of 30 days. In the light of your other employment, business and personal commitments, please describe how you are able to meet this commitment.**

I am aware and highly respectful of the time and work expected of a member of the Nominet board. Fortunately, my roles within ICANN as well as with a large .uk registrar mean that a lot of work will overlap between my roles so less time may be required for preparation of issues I am already working on in other roles. I am sufficiently free to contribute time for this role as required and enjoy the full support of my employer to devote time as needed to this role. My availability will further expand once I reach the term limit for my role as councilor on the GNSO council this October.



## Kelly Salter

Proposed by Stefanos Maruzzi, GoDaddy.

I would like to propose Kelly Salter for the role of member elected Non-Executive Director of Nominet.

Seconded by Mark Boost, LCN.com Ltd.

I would like to second Kelly Salter for the role of member elected Non-Executive Director of Nominet.

Having seen Kelly's approach and work at close quarters, I believe she would be an excellent candidate for election.

### Election Statement.

I want to be an instrumental part of ensuring the UK namespace continues to grow and supports its citizens by maintaining a strong British presence in an increasingly crowded domain industry. I believe my day-to-day experience in dealing with the policy, technical and commercial challenges of a European registrar group give me a well-rounded external perspective to bring to the Nominet board position.

#### Maintaining Balance

I will advocate for balance for all invested parties, between commercial activities driving value and ensuring that Nominet remains close to the public mandate and does not lose sight of their core responsibilities to the UK namespace.

My extensive industry experience will allow me to bring to Nominet my valuable insight into the success and failures of other registries, which has come about as competition has grown at a global level. As a member of the IEDR Policy Advisory Committee, I am acutely aware of the need for registries to maintain balance between commercial initiatives stimulating growth and the governance responsibilities of ensuring they adhere to their public responsibilities.

#### Remaining Fearless

Despite my industry expertise, I have not previously held a role at board level and some may view this as a disadvantage. Whilst I remain modest enough to recognise the board process skills gap I must fill, I'm also confident my industry operational experience gained at a senior level will create a fresh new dynamic within the Nominet board. I pride myself on being open, transparent and outspoken on issues that demand debate and as a fresh new member amongst well established seats, I can ensure that the board dynamic remains unafraid of open and honest debate. Having spoken to Baroness Fritchie, I feel confident that the support offered to all new members will ensure I quickly find a strong, but board appropriate voice.

#### Meeting the Global Challenge

All registrars are acutely aware of the pressures facing the European domain community as markets are maturing and the demand for volume of domains is slowing. I want to be instrumental in ensuring Nominet protect the UK namespace by being aware of the strategies and tools that global providers are employing to stimulate competitive diversity. I believe Nominet must be commercially aware to remain at the forefront of the global internet landscape, but also should not get distracted from their core values which are critical to all invested parties.

My vision is for Nominet to provide an active and crucial role in guiding and educating the wider community of the importance of the internet to economy and everyday life. Nominet are well positioned to be the leading voice of a coalition of like-minded

organisations that could reach the millions of individuals and small businesses in the UK that still do not have the skills to benefit in our digital era.

### Curriculum Vitae

#### Kelly Louise Salter

Contact Details:

Email: [ksalter@names.co.uk](mailto:ksalter@names.co.uk)

Tel: +44 (0)781 7350800

Nationality: British

#### **About me:**

I take a deep sense of pride in my work and I am fully committed to the domain name industry. I am driven and motivated team player that can be relied upon to see projects through to completion.

It is important to me to have extensive knowledge in this field and I understand the importance of keeping up to date with what is happening in the domain name industry at a global level.

#### **Skills and experience:**

##### **Namesco Limited, Worcester January 2008 to Present day**

**Domain Development Manager.** December 2011 to present day. Management of domain name product for the European group Dada.

- **Registry / Authority management.** Management of relationship with ICANN and all Registries for the Dada Group. Experience of managing relationships with partners and suppliers, ensuring adherence to compliance, price negotiation and delivering successful co-funded marketing opportunities. Active participation in the wider domain name industry through attendance at industry meetings such as ICANN, Nominet and Verisign etc
- **Business Development.** Defining company procedures and processes to ensure successful delivery of product to customers. Key stakeholder in group Scrum teams for development, updates and maintenance. Instrumental in sales forecasting and responsible for reporting to the sales & marketing teams across the Dada Group for benchmarking, pricing, promotions and training.

**Business Development.** January 2008 to December 2011 .

- **New business development.** Responsible for identifying new commercial opportunities, raising the profile of names.co.uk and the successful launch of new domain name services.
- **Strategic consultancy.** Extensive domain name product knowledge and proven experience in working with key UK brands to formulate an online strategy at both a commercial and technical level. Experienced in advising key commercial clients on their domain name strategy, DNS and online presence.

Prior to the domain name industry, I have worked in the graphic design / website development industry and the Semiconductor Industry. I have managed staff and implemented new processes within both of these industries.

I believe my wide ranging experience which led me to the domain name industry will help me contribute a greater understanding as to what challenges businesses in the UK market face.

#### **Achievements:**

**Elected registrar representative on the IEDR (.ie) Policy**

**Advisory Committee.** October 2014 to present day

- **Policy Development.** Responsible for consulting and advising IEDR on policy issues concerning Ireland's country-code top-level domain, .ie. Experienced in the Policy Development Process (PDP) for successful implementation on new policy changes.

**Mainstream Press coverage to improve awareness of our industry.****guardian.co.uk, 21 Nov 2012: Global government panel files web domain objections**

Read full article: <http://www.guardian.co.uk/technology/2012/nov/21/government-panel-web-domain-objections?INTCMP=SRCH>

**guardian.co.uk, 17 Dec 2012: New top-level internet domains to launch in 2013**

Read full article: <http://www.guardian.co.uk/technology/2012/dec/17/internet-domain-names-new?INTCMP=SRCH>

**bbc.co.uk 18 December 2012: .cymru beats .scot to early internet address name review**

Read full article: <http://www.bbc.co.uk/news/technology-20768273>

**guardian.co.uk, 18 Dec 2012: No-ho-ho – .christmas delayed till 2014, thanks to domain name lottery**

Read full article: <http://www.guardian.co.uk/technology/2012/dec/18/christmas-domain-name-lottery-draw>

**Radio interview introducing UK domain name changes July 2013**

[http://www.frequencycast.co.uk/domainname\\_transcript.html](http://www.frequencycast.co.uk/domainname_transcript.html)

**New gTLD application consultation****January 2012 to May 2013**

- **New gTLD program advisor.** Successful consultation for new gTLD application in the first round of the ICANN new gTLD program.

## Declaration

1. Are you or is any person connected to you a Director or a shareholder of a company which is:

- A member of Nominet?
- In partnership with Nominet?
- In a joint venture with Nominet?

**No**

2. Are you a member of Nominet in your own right?

**No**

3. Have you, or any person connected with you, been a registrant of any .uk domains over the past five years? If so, please provide full details.

**Yes – I have been the registrant of about 15 domains.**

4. Have you, or any person connected with you, been a Nominet registrar during the past five years? If so, please provide details of all relevant tags, together with the number of domains registered under each tag.

**No**

5. Does any person you are associated with have any of the following relationships with Nominet?

By “associated”, we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Supplier
- Customer (as registrant or registrar)
- Competitor
- Banking

- Distribution
- Any other ongoing, but material relationship (such as a dispute)

Please provide full details.

**Yes – my employer is Namesco Limited, they are an accredited channel partner with the TAG NAMESCO. Register.it is also part of the Dada Group, they are a channel partner with the TAG REGISTER-IT.**

6. Are you associated with any adviser to Nominet?

By “associated”, we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Audit
- Tax
- Legal
- Investment banking
- Pensions or investments
- Management consultancy

Please provide full details.

**No**

7. Are you a member of a Committee or a Commission or do you have a material position with a Regulator, any department of Government, a Trade Body, a Professional Body or a Charitable Organisation?

Examples include where the relevant organisation:

- Influences government policy
- Influences accounting standards
- Is preparing industry guidance

**I am an elected Registrar representative to the IEDR (.ie) Policy Advisory Committee.**

8. Are you associated with an investment organisation of any nature?

By “associated”, we mean to include any formal or informal contractual and/or advisory relationships. Examples include:

- Venture capital/private equity
- Hedge fund
- Investment trust/fund
- An organisation taking material positions in shares or securities

Please provide full details.

**No**

9. Are you in a position that you (or a company you are a director or material shareholder of) could make a profit as a result of your directorship of Nominet?

**No**

10. Do you know of any other circumstances that could give rise to a potential or actual conflict of interest or duties?

**No**

## Questions & Answers

### Question 1

**Nominet's constitution provides that its activities are to be carried out for the public benefit. In the context of a domain name registry, what does this mean to you?**

Nominet, as the organization entrusted to run and manage the UK country-code Top-Level-Domain must ensure any activities it carries

out are in the best interest of the UK namespace as a whole.

The internet is now part of our critical infrastructure and being instrumental in ensuring the ongoing security and stability of the UK namespace is a key core responsibility of Nominet. As the domain name registry at the heart of the .UK namespace, Nominet's activities have the potential to directly affect everyone in the UK, from registrants of the domain names, businesses operating on a .uk and the person in the street trying to access information or services on a .uk website address.

On a global level, the UK namespace is seen as one of the market leaders with the UK's internet economy being amongst one of the strongest in the world. Nominet has played an important part in the wider global internet community and this collaborative approach can only continue to strengthen the UK namespaces position in the global market.

### Question 2

**The Nominet Board places a high degree of importance on each director being able to exercise independent judgement, free from any conflicts of interest. Please describe how you would be able to fulfil your duties in the light of your involvement in the domain name industry or your other commercial interests.**

I work for a domain name registrar, Namesco Limited and the Dada Group respect that my role on the board, should I be elected, is to act in the best interest of the UK namespace. They would not, nor would I allow and commercial interests to influence my judgement. I believe in the multi stakeholder model that has played a huge part in the success of our industry so far. I am willing to ask questions, to listen and taken into consideration all opinions before I form my own. I value the importance of consulting views from the wider internet community and taking into account the different perspectives before making a final decision.

### Question 3

**As a non-executive director you will be given access to confidential information about Nominet's business and the commercial dealings which Nominet has with each of its members. In the light of Nominet being a membership organisation, and any member relationships that you may have, please describe how you will comply with your confidentiality obligations, and avoid the perception that one or more members may be given an unfair commercial advantage as the result of your election.**

In my current role, I am already required to handle confidential information and I take the responsibility very seriously. Any confidential information I am privy to, if elected, would not be shared with any third party. I would not use any confidential information for either my own benefit or that of a third party.

### Question 4

**Joining the Nominet Board is a serious commitment both in terms of preparation time and attending meetings. We estimate a minimum annual commitment of 30 days. In the light of your other employment, business and personal commitments, please describe how you are able to meet this commitment.**

I am aware of the time and commitment required as a non-executive director with Nominet and my employer and I are willing and able to satisfy this. Whilst I remain modest enough to recognise the board process skills gap I must fill, having spoken to Baroness Fritchie, I feel confident that the support offered to all new

members will ensure I quickly find a strong, but board appropriate voice, over and above the required time, I will ensure that I dedicate any additional time required to get up to speed quickly.



**NOMINET**