

Applicant Information

First Name: Vivek

Last Name: Goyal

Gender: Male

Country of Residence: India

Stakeholder Group/Constituency Affiliation: Business Constituency

Questions

1. Current employer and position. Please describe the type of work you perform:

I am the COO & Co-founder of LdotR, an online brand protection company, based in India. We provide brand protection services to businesses in South Asia. We are also the only agent of TMCH in India.

Our aim is to increase awareness about the domain ecosystem, and help brands and businesses proactively safeguard their trademarks in the digital ecosystem.

We provide monitoring, assessment and enforcement services for brand infringements.

2. Education:

M.S. (IT) – 2007 - 2009, Boston University School of Management, USA

M.B.A. (Marketing) - 2007 - 2009, Boston University School of Management, USA

Bachelor of Engineering (Computers) – 2000 – 2004, University of Pune, India

3. Please identify any GNSO Working Groups and/or chartered teams in which you are participating:

My organization and I are active members of the Business Constituency since 2018. I am also a volunteer to the Universal Acceptance Communication group.

4. Please describe any past involvement in the ICANN Fellowship Program, if applicable. For example, have you previously been a fellow or served as a program mentor?

I was selected to the ICANN 48 Fellowship program in Buenos Aires(2013)

5. Please assess and explain how your knowledge, experience and expertise address the criteria listed below. Leave the response blank if not applicable to you.

- **Active participant in GNSO structures and policy development processes with a track record of engagement**

My association with ICANN started in 2012, as an applicant in the new gTLD program on behalf of my then employer, for three dotBrand applications.

Since then I have attended three ICANN meetings – Beijing (2013), Buenos Aires (2013) and Kobe (2019)

I am also an active member of the Business Constituency and serve as the BC's liaison to the NewgTLD working group for the next round of gTLD.

- **Previous experience serving as a mentor, teacher, or learning facilitator is a plus**
Given the limited exposure and understanding of the DNS in this part of the world, for the past decade I have been working with team members, interns, colleague to educate them and provide mentorship about DNS and ICANN.
I also provide coaching, guidance and mentorship to under privileged kids in the local community, helping them with their education and career goals.
As a mentor my aim is to provide advice and guidance while offering encouragement and support to enable the mentees to find their own stride and succeed in the desired goals.

- **Strong written and verbal communication skills**
Writing reports, doing presentations and lectures are all an integral part of my day to day work. It is critical to my success that I can communicate effectively my ideas to a client or an investor in order to succeed. Hence, I believe that communication, verbal or written will not be an issue while working as a mentor.

While it is not my mother tongue, I am quite comfortable with the English language, being the primary language for communication in ICANN.

I have lived and worked all over the world, where the primary language of communication is English.

My scores in TOEFL (Test of English as a foreign language) and IELTS (International English Language Testing System) are in the 90th percentile.

- **Project management and coordination skills**
I regularly manage projects with teams as large as 50 people working across continents. As an entrepreneur I manage people, resources and time daily, so I am quite confident that my project management and coordination skills will be up to the mark for the task at hand.

- **Networking skills**
In the last 7 years since I have been involved with ICANN, I have met and made long lasting connections with people from all over the globe. This is just one direct example of my capable networking skills.
Working in a B2B industry, networking is essential to my success and I strive to not only connect with people but make relevant connections amongst people wherever possible so that everyone can be benefited.
Metcalfe's law states the value of a network is proportional to the square of the number of nodes in the network. While it is true for computer networks, it is even more applicable for human connections.
I have a large professional network spanning across geographies, ethnicities, professions and cultures, that I will happily leverage to assist mentees.

6. Please assess and explain how your knowledge, experience & personality meet the desired attributes listed below. Leave the response blank if not applicable to you.

- **Member of a GNSO Stakeholder Group and/or Constituency**
Business Constituency
- **Understanding of the ICANN's mission, structure, and multistakeholder model**

ICANN is a unique organization, in that it is based on a multi-stakeholder model, which, to the uninitiated, takes time to understand and appreciate. It is one model that works very well with ICANN's mission and structure.

Since my work involves domains and the internet, I see in my day to day activity the impact of ICANN's mission and how the policies and procedures put in place by ICANN, impacts the people, knowingly or unknowingly, every day.

But like the internet, ICANN's mission and structure is also evolving and that is the process in which we want all ICANN community members, past, present and future to contribute so that it can accurately reflect the needs of the whole internet community.

- **Willingness to devote the necessary time a resources prior to and during the ICANN meeting**

An integral aspect of project management is to manage time and I can assure the Fellowship program that I will be able to devote time for the program and the mentees.

- **Ability to create a supportive atmosphere for mentees by being open, accessible, and approachable**

As a mentor to underprivileged kids, I have realized that it is essential to be open and honest while being approachable and accessible. Only when there is trust in a relationship, will there be an open exchange of ideas and growth for both the mentor and the mentee.

Communication tools such as Email, Whatsapp, LINE, Telegram have made it easy for synchronous and asynchronous communication to take place irrespective of geographical location. I fully intend to leverage all these tools at my disposal to be available to the mentees before, during and after the ICANN meeting.

- **Robust network within the ICANN community and ability to leverage and share that network**

A good connect with different ICANN communities is one of the most valuable resources in ICANN. Both as a fellow, and as a professional I have developed relationships with members across the ICANN ecosystem.

I am happy to leverage and share the connections and the goodwill with the fellows.

- **Ability to present information in a manner that is simple and easy to understand**

In my opinion this is one of the most important tasks of a mentor, especially for the new fellows or people coming to ICANN for the first time.

I have had a lot of practice in simplifying and explaining the difficult concepts in a simple manner, both, during my day job and as a mentor for kids in the local community.

I have now a very good handle on the different acronyms in the ICANN ecosystem and the different relationships between SO/ACs, ICANN org, board and community.

- **Ability to establish weekly projects and deliverables for mentees using a clear and consistent learning approach**

In my experience, it is important to have a roadmap for a task/project. It applies to learning as well. A well thought out plan, customized for each fellow, that they can use as guide during their time at ICANN is not only helpful but essential for their learning.

As part of my job, I make plans, set deadlines and follow-up with my team almost daily hence it will be relatively easy for me to do the same for the fellows.

7. Please explain your interest in serving as a mentor and what you will bring to the Fellowship Program if selected.

I benefited tremendously from my experience as a fellow. It was both a learning and a humbling experience. Looking back, I realize that a mentor would have helped me, even more, to navigate the waters at an ICANN meeting and make the most of my time there.

I wish to act as a mentor so that I can assist fellows with my experience, knowledge and connections to not feel overwhelmed and learn while making new connections during an ICANN meeting.

At the end of the day, we wish to bring in more people in the ICANN community who can make a meaningful contribution and a successful and positive experience in the fellowship will go a long way towards this journey.