For many years now I've been following ICANN's activity as a member of different organizations linked to the Internet business (CABASE, ISOC.Ar) and Internet users (USUARIA).

On behalf of USUARIA (www.usuaria.org.ar) I took part in ICANN's ALAC meetings in Sao Paulo (Dec 2006) and Mexico (March 2009). I was able to comprehend the way in which ICANN thinks about the different interests of all stakeholders; a task hard to manage.

I have many years of experience dealing with complex situations. Despite the fact that I represent Internet users, in my professional life I've had close contact with suppliers, media, academic and government, all of whom have deep interest in ICANN's activity. My job as an ITC Industry Analyst is precisely to help them obtain mutual benefits by working together.

The ALS that I represent is integrated with users working as ITC specialists mainly in the corporate world. The exercise of building consensus and getting productive and effective decisions is a daily question we are used to.

Therefore, I would like to share and dedicate my experience and knowledge to trying to help ICANN: a very singular organization that needs to be effective whilst caring for the interests of its different stakeholders with transparency.

This is why I am presenting this application.

I would appreciate your taking into consideration my postulation for the first review "accountability and transparency".

Thank you,

Raul Bauer

PERSONAL INFORMATION

NAME	RAUL BAUER
NATIONALITY	ARGENTINA
BIRTH	BUENOS AIRES, 10-MAY-1947
PHONE	(+54-11) 4807 0826 (HOME); (+54-911) 4444 7640 (MOBILE)
E-MAIL ADDRESS	raulbauer@gmail.com ; rbauer@trends.com.ar

PROFESSIONAL DEGREES

DEGREE	INDUSTRIAL ENGINEER
UNIVERSITY	UNIVERSITY OF BUENOS AIRES - FACULTY OF ENGINEERING
GRADUATION DATE	DECEMBER 1972

PROFESSIONAL PROFILE

DESIGN AND EVALUATION OF BUSINESS PROJECTS IN THE INFORMATION TECHNOLOGY ARENA.
MANAGEMENT OF HIGH COMPLEXITY PROJECTS WITH STRONG IMPACT OF ICT (INFORMATION & COMMUNICATION TECHNOLOGY) SPECIALLY IN THE SERVICES SEGMENT WHERE ICT IS A BASIC TOOL FOR OBTAINING COMPETITIVE ADVANTAGES AND INCREASE PRODUCTIVITY

PROFESSIONAL ACTING - CURRENTLY

CEO - COUNTRY MANAGER	TRENDS CONSULTING (FORMERLY IDC ARGENTINA) SINCE APRIL 1996

MAJOR ACHIEVEMENTS:

TRENDS CONSULTING HAS BECOME (FROM SCRATCH) ONE OF THE MOST RENAMED MARKET RESEARCH CONSULTING FIRMS AT ICT MARKET IN ARGENTINA. ITS LIST OF CLIENTS INCLUDES MAJOR PLAYERS OF THAT MARKET.

ICT MARKET RESEARCH AS PART: PERSONAL SYSTEMS, SERVERS, SOFTWARE, ICT SERVICES, ECOMMERCE, INTERNET, DATA NETWORKING SERVICES

STRATEGIC BUSINESS CONSULTING FOR ICT COMPANIES: ADVANCE, HP, IBM, GLOBAL CROSSING, LUCENT, MICROSOFT, NEC, NORTEL NETWORKS, ORACLE, SAP, SIEMENS, SUN, TELEFONICA, UNISYS, XEROX, ...

ICT MARKET RESEARCH AND STRATEGIES EVALUATIONS FOR MAJOR CORPORATE USERS

PERMANENTLY CONSULTED BY THE MEDIA REGARDING ISSUES RELATED WITH ICT MARKET. HIGH REPUTATION AMONG JOURNALISTS FROM NEWSPAPERS, SPECIALISED MAGAZINES, RADIO & TV AS A RESOURCE OF IDEAS, INFORMATION AND ANALYSIS.

PROFESSIONAL ACTING – BACKGROUND (I)

CHIEF INFORMATION OFFICER	EDENOR (LIGHT UTILITY) 1993/1996

MAJOR ACHIEVEMENTS:
COMMERCIAL AND MANAGEMENT PROCESS REENGINEERING.
AT COMMERCIAL PROCESS: INCREASE 20% COMPANY REVENUE DUE TO COLLECTING CONTROL, REDUCTION OF NON-TECHNICAL LOSES OF ENERGY, LECTURE AND BILLING MISTAKES.
AT MANAGEMENT PROCESS: FIRST IMPLEMENTATION OF SAP´S ERP IN LATIN AMERICA.
AS ICT RESPONSIBLE: INFRASTRUCTURE DEVELOPMENT TO SUPPORT + 4000 EMPLOYEES WITH UPDATED TECHNOLOGY.

MIS MANAGER INVESTMENT CONTROLLER	MONSANTO ARGENTINA 1988/1992

MAJOR ACHIEVEMENTS:
ICT UPDATE AND IMPLEMENTATION OF PAYABLE ACCOUNTS CONTROL, WAREHOUSING AND BILLING SYSTEMS.
LEADERSHIP ON TOTAL QUALITY PROJECTS AT DOMESTIC MONSANTO'S COMPANY.
IT STRATEGIC PLANNING DEVELOPMENT.

ORGANISATION & SYSTEMS DIRECTOR	BANCO COMERCIAL DEL NORTE 1978/1988

MAJOR ACHIEVEMENTS:
DESIGN, DEVELOPMENT AND MANAGEMENT OF ICT INFRASTRUCTURE ALLOWING THE BANK'S GROWTH FROM 18 TO 140 BRANCHES IN A COUPLE OF YEARS (LARGEST PRIVATE BANK IN THE COUNTRY AT THAT MOMENT)
TAKE OVER AND MERGERS OF SEVERAL BANKS: BANCO UNIDO DEL LITORAL, BANCO ARGENTINO DEL ATLANTICO, Y BANCO ESPANOL.
OTHER PROJECTS: PIONEER IN THE INSTALLATION OF S.W.I.F.T. IN ARGENTINA LINKING THE BANK WITH ITS NETWORK OF ASSOCIATES ALL OVER THE WORLD, MIS AND CRM PROJECTS.

EXECUTIVE BOARD CREATION OF THE COMPANY	BANELCO (FIRST AND MAIN AUTOMATIC TELLER NETWORK IN ARGENTINA) 1984

MAJOR ACHIEVEMENTS:
BUSINESS PLAN DEVELOPMENT AND IMPLEMENTATION OF THE NETWORK JOINING MAJOR BANKS IN THE COUNTRY (BANKBOSTON, CITIBANK, BANCO RIO, AMONG OTHERS).

IT MANAGER	BANCO DEL BUEN AYRE 1976/78

MAJOR ACHIEVEMENTS:
BUILDING THE BANK FROM SCRATCH.

IT MANAGER	FIPLASTO (MANUFACTURING COMPANY) 1974/76

MAJOR ACHIEVEMENTS:
OUTSOURCING OF IT ACTIVITY.

PLANNING MANAGER	CUPED – MINISTRY OF WELFARE 1969/74

MAJOR ACHIEVEMENTS:
RIGHTSIZING AND UPDATE OF HARDWARE AND SOFTWARE RESOURCES. IMPLEMENTATION OF PRODE (MASSIVE DATA COLLECTION AND PROCESSING ALL OVER THE COUNTRY).

OTHER BACKGROUND

CONFERENCES AND SEMINARS

NUMEROUS CONFERENCES AND SEMINARIES IN ARGENTINA AND OTHERS COUNTRIES, AMONG OTHERS:

SIBOS: Swift International Banking Operations Seminar (Amsterdam).

BANKING & COMPUTER - **PRODUCTIVITY IN BANKING - BANKING IN '90** AT INSIG INSTITUT DE RECHERCHE INTERBANCAIRE (PARIS).

IT TRENDS AT THE FINANCE INDUSTRY BY BANK OF CANADA, LLOYDS BANK, BANK OF AMERICA AND KYOWA BANK (RIO DE JANEIRO).

PRODUCTIVITY & SERVICE - EXPERT SYSTEMS. BY IBM UK.

AS KEY NOTE SPEAKER (INVITED): LECTURES ABOUT IT USES AND TRENDS, Y2K, INTERNET, E-COMMERCE, DATACOMM, AT:

ECONOMIC SCIENCES PROF. COUNCIL	COMDEX / INFOCOM,
ARGENTINA AT THE INFORMATION ERA (NGO),	FUND. DEL PLATA (NGO - ARG.,
FONTAINA MINELLI NGO (URUGUAY),	FUND. OMAR DENGO (COSTA RICA).
INSTITUTE OF FINANCE EXECUTIVES (ARGENT.)	IDC DIRECTIONS
IIR (INST. OF INTERNATIONAL RESEARCH),	INTERNETWORLD,
UADE – UNIVERSITY OF ARG. CORPORATE	TENDENCIAS ´98 (MIAMI, USA),

CABASE – CHAMBER OF ISPS AND CONTENT DEVELOPERS FOR INTERNET

CICOMRA – CHAMBER OF IT AND COMMUNICATIONS COMPANIES (ARGENTINA)

ELAI – MEETING OF LATIN AMERICAN IT PLAYERS (AT COSTA RICA, URUGUAY, BRAZIL)

SOFTEL: CHILEAN IT COMMUNITY, OEA AND UNCTAD (SANTIAGO DE CHILE).

SUCESSU: ICT BRAZILIAN USERS ASSOCIATION (SAO PAULO Y RIO)

USUARIA – IT AND COMMUNICATIONS USERS ASSOCIATION (ARGENTINA)

KEY NOTE SPEAKER (CONTRACTED) "IN COMPANY" SEMINARS. VARIOUS IN ARGENTINA AND FOREIGN COUNTRIES:

ASSA APPLICATION SOFTWARE SA	IBM (ARGENTINA AND PARAGUAY),
CITIBANK,	MICROSOFT,
EQUANT,	NOVELL (URUGUAY),
GLOBAL CROSSING,	NCR (ARGENTINA AND PERU),
HP,	NORTEL NETWORKS,
INTEL,	TELEFONICA DE ARGENTINA
LUCENT,	TTI

ARGENTINA'S GOVERNMENTAL DELEGATION TO OTHER COUNTRIES – INVITED BY THE ARGENTINA GOVERNMENT AS IT MARKET EXPERT TO SPEAK TO EXECUTIVES IN DIFFERENT COUNTRIES: IRELAND, BELGIUM, FRANCE, DENMARK, ISRAEL.

TEACHING BACKGROUND

PROFESSOR OF IT AND SOCIETY - UNIVERSIDAD DEL SALVADOR.

PROFESSOR OF SYSTEM ANALYSIS - UNIVERSIDAD TECNOLOGICA NACIONAL.

PROFESSOR OF OPERATIONAL RESEARCH - UNIVERSIDAD TECNOLOGICA NACIONAL.

PROFESSOR OF SYSTEM PLANNING - UNIVERSIDAD DE BELGRANO AND UNIVERSIDAD TECNOLOGICA NACIONAL.

PROFESSOR OF PROJECT MANAGEMENT – BUSINESS SCHOOL AT THE FUNDACION BANCO COMERCIAL DEL NORTE.

PROFESSOR AT INFORMATION SYSTEMS MASTER - STATE UNIVERSITY OF NEW YORK AND UNIVERSIDAD DEL SALVADOR.

DEAN AT THE IT DEPARTMENT AT UNIVERSIDAD TECNOLOGICA NACIONAL.

DEAN AT THE IT DEPARTMENT AT UNIVERSIDAD DE BUENOS AIRES – ENGINEERING SCHOOL.

MEMBER OF CHAPTER ARGENTINA - IFIP: INTERNATIONAL FEDERATION FOR INFORMATION PROCESSING.

DIRECTOR OF IT AREA AT BUSINESS SCHOOL FUNDACION BANCO COMERCIAL DEL NORTE.

OTHER ACTIVITIES

MEMBER AT:

USUARIA (ICT USERS OF ARGENTINA) - MEMBER OF THE BOARD.

INTERNET SOCIETY – CHAPTER ARGENTINA (ISOC.AR) – MEMBER OF THE BOARD

CABASE (ISPS ASSOCIATION @ ARGENTINA) – MEMBER OF THE BOARD (FORMERLY)

IEEE CHAPTER ARGENTINA - COMPUTER SOCIETY - INSTITUTE OF ELECTRICAL AND ELECTRONIC ENGINEERS (FORMERLY).

FLAI – MEMBER OF THE BOARD – LATIN-AMERICA ICT USERS ASSOCIATION.

PRESIDENT OF NATIONAL ICT CONFERENCE '89.

HEAD EXECUTIVE AT MATE.AR 2010 (WWW.MATEAR.ORG.AR)

FOUNDER OF AEI – ARGENTINA EN LA ERA DE LA INFORMACION (NGO)

VISITS TO DIFFERENT COMPANIES OUTSIDE THE COUNTRY: BANKS, INDUSTRIES Y SERVICES AT BELGIUM, BRAZIL, CHILE, DENMARK, FRANCE, IRELAND, ISRAEL, ITALY, PARAGUAY, PERU, SPAIN, UK, USA.