

# Tommy Hemmingsson - Candidate Statement Of Interest

## SECTION A. Identification and Contact Information

**Poll Heading:** 1a. e-mail address

Mail[at]hemmingsson.biz

**Poll Heading:** 2a. Alternative e-mail address

Mail[at]africarec.com

**Poll Heading:** 3a. Contact telephone number(s) (Must include your country and area code)

**Poll Heading:** 3b. Contact telephone number(s) (Must include your country and area code)

**Poll Heading:** 3c. Any other numbers/methods you wish to list

Skype: safarilodges.com

**Poll Heading:** 4a. Country/countries of citizenship

Sweden

**Poll Heading:** 4b. Country/countries of residence

Sweden and South Africa

## SECTION B. Professional and Educational Background

**Poll Heading:** 1. Provide details of your current job, role, title, employer and affiliations

I am a self employed entrepreneur and portfolio investor in domain names. All my domain names will be linked to a page or pages with content relevant to the wording of the domain name. I have been working on portfolio investments since 1987. And I am frequently reading strategic reports, on business solutions and marketing on internet. As a portfolio investor in domain names, I have followed the development of the second hand market for domain names since year 2003. Today I am only affiliated with charity organisations. In the past I did participate in training courses for board members and I was affiliated with the Academy for Corporate Board Members in Sweden.

Today I am working in my own office, with developers and experts on-line in UK, US and South Africa. When people ask me where I am based ? I use to respond with following; my head office is in Sweden, my department for developer in UK, my server is in United States, my legal department is in South Africa, my Service Providers are in Eastern- and Southern Africa and my visitors are worldwide. We are all working together in a global network.

I call myself Managing Director, only for the simple reason that my contacts should understand that I am the one who makes the final decisions.

**Poll Heading:** 2. Describe your educational and professional history. Provide all information that you believe may be relevant to being an effective member of the ICANN Board

I have a Bachelor from the University in Business Administration. In 1995 I also got a Master of Science, in Business Strategy and Risk Management. I have worked as a professional auditor for more than 200 organisations and companies. In 1993-1994 I was a personal advisor to the Minister of Health in Zambia. And my proposals were also adopted as a National Policy on financial controlling in the health sector of Zambia.

Few weeks after I registered a number of .travel domains, they were revoked. I was given a chance to make a comment on the Boards decision to revoke my domain names. Five month later I believe that my proposal triggered a policy change, and I was invited to re-register the same domain names again, that had been taken away from me. And I am still keeping them. Most of my career I have been in the corporate world, working as an auditor, consultant on reconstruction of companies with financial problem. I have also been a Nordic Financial Manager for a British Group Company listed on the market. Since 2002 I have had a fulltime focus on development of commercial on-line solutions.

I registered my first domain name in 1997, followed by a portfolio of new domain names. At that time when I started, I found that many of the domainnames were used as funky or easy to remember addresses. Most of the domain names were only used to channel traffic and sell clicks. I decided in 1997 to make a stocktaking of the keywords in the Safari industry, and I managed to register some of the best keyword for the safari industry.

Later on I also had to buy some of them on the second hand market. My vision is to secure that Africa can benefit from these critical keywords / domain names in the future. The safari industry in Africa was not following the development on internet properly. I did it for them.

With a great portfolio of domain names I decided to start develop a communication platform, which could match the offers from the safari industry with the buyers of safaris.

Behind every domain name I decided to develop a content which reflected the same meaning. WalkingSafari.com will have a presentation of a safari where you as a traveller can experience the thrill of walking in the wild. I strongly believe that the real success of the domain address system lies in the hands of the registrants, who can offer a content which is represented by the domain names. When the general public can begin to use the address bar and the domain names when they are searching for information or opportunities, a big step is taken. I have experienced it my self where Direct Addressing in the browser is working perfect.

My development of new and relevant content behind each domain name continues. I have appealed to the highest court in Sweden to approve SafariLodges.com as a corporate name. If the Supreme Cout accepts my appeal a new presedence will be set in Sweden. My current name of my company is Africa.Rec AB and would like to change that to SafariLodges.com. This latter name would be more in line with my on-line service.

As a domain name portfolio investor, I am frequently following legal disputes on trade mark infringements. And I feel I have quite a good knowledge about this area of problem.

**Poll Heading:** 3. Describe any current and past volunteer community positions, roles and accomplishments. We are particularly interested in similar Board directorship and committee experience

As a professional Auditor for international companies I have had many opportunities to interact with corporate boards and Management structures. I have also been a board member of groups of companies listed on London Stock market.

On a charity bases I have been a board member of Aid associations, and I have also been appointed Ambassador for people with disabilities in the third world.

**Poll Heading:** 4. List any relevant personal or professional web pages

My internet presence can be found on [www.SafariLodges.com](http://www.SafariLodges.com), This is my main site, which is supported by more than 100 domain names, with strong relations to safari. I have extension from most all of the global registrars. ( .com, .net, .cn, .in, .mobi, etc. )

## **SECTION C. Internet Involvement and Interest in ICANN**

**Poll Heading:** 1. Describe how you meet the criteria for the At-Large selected ICANN Board Director position

I believe that my 12 years of active investments in Domain names makes me a qualified person. And I have not only invested in domain names, I have also developed them with content relevant to their wordings. Besides this I have had an impact on policies on different occasions. My experience from Board meetings and my training on Board Procedures further my qualification. Legal issues of infringements has added to my knowledge, and my effort to set a new precedence for registration of corporate name is an other asset.

**Poll Heading:** 2. Describe current and past involvement in, contributions to, and leadership roles in activities and organizations involved in the development and operation of the Internet, its naming and addressing infrastructure and/or its security and stability

I was a pioneer in 1996 when I began to register domain names. I was looking at domain names as keyword long before Google took over the net. Since I got my Master in Business strategies I have all the time brought up the idea of developing the opportunities on internet. Year 1998 when I was working for a British group of Stock Market Companies I attended a strategy conference in Spain and all the Financial Executives were called to this conference. My development of on-line presence was commended and all the the group companies were instructed to learn from my development and strategy. In year 2002 we developed a new communication platform for the private dental health. Dentist who joined us could easily send

applications to the national Insurance for treatment decision. X-rays and treatment advices were delivered over over our internet platform.

My strength is on the application side, I am limited when it comes to hardware and technical issues.

**Poll Heading:** 3. Provide a statement about what you would contribute in the At-Large selected ICANN Board Director position to ICANN and its mission

The best way is not to make any statement at all. First I need to get into the Board room and get the priorities right. I can assure you that I will work for fair trade between off-line and on-line. I will also strengthen the protection of the domain names which is backed up with developments, and improve the protections of domain names against legal claims from pirates. The monitoring of new and old registrars will also be on my agenda.

**Poll Heading:** 4. Provide a statement about what you would contribute in the At-Large selected ICANN Board Director position to the At-Large Community

I would like to make such contributions, which I believe the At-Large Community expects from their representative. They have given me the privilege to voice their concerns and they must feel comfortable that I will not leave any stone unturned. My doors will be open for anyone who have an issue which are of a major concern to us all in the Community.

**Poll Heading:** 5. Please describe specifically how and why you will be able to advance, at the ICANN Board, the interests of the At-Large Community and the broader global community of Internet end-users

I believe in influencing those stakeholders who can contribute to changes of policies. I will take every opportunity to map out who I can bring on to my side, and I will listen to my opponents arguments. The merits of the opponents arguments will be assessed. And if we can not reach a consensus on our policies, I will be prepared to battle it out. I may not be the final winner, but I will not give in at first confrontation between different interest.

**Poll Heading:** 6. Is there any additional information you would like to submit that would be helpful to the BCEC in making its decision? If so, please summarize it here

I hope that you have got a profile of me as a person, who takes the issues as far as it needs. I believe that I have many issues in common with the At-Large Community, and I will make our voice heard.