John Yunker - Candidate Statement Of Interest

SECTION A. Identification and Contact Information

Poll Heading: 1a. e-mail address
Comment:
Jyunker[at]bytelevel.com

Poll Heading: 2a. Alternative e-mail address
Comment:
Jyunker[at]gmail.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
Empty submission

Poll Heading: 4a. Country/countries of citizenship
Comment:
United States

Poll Heading: 4b. Country/countries of residence
Empty submission

SECTION B. Professional and Educational Background

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

Comment:
I am co-founder of Byte Level Research, a small web globalization research firm. For the past ten years I've focused on help companies and organizations internationalize and localize their web sites. I have focused heavily on global navigation, which includes ccTLDs and IDNs. I've been a very active proponent of IDNs, going back to 1999 when I interviewed John Klensin for an article on them. I've also been in touch with Tina Dam over the years and have done my best to make companies aware of them and to urge software developers to support them.

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 Comment:

Comment:
I have an undergraduate degree in journalism (University of Missouri) and a master's degree in communications (Boston University). I've also taken a number of programming courses.

I am author of the first book devoted to Web globalization: "Beyond Borders: Web Globalization Strategies." I've worked for a wide range of companies and organizations: Harvard University, the Association for Computing Machinery, The Economist Intelligence Unit, and, most recently, I was a senior program manager at Microsoft. I was hired to work across the company to advance best practices and establish standards. I've worked with companies on three continents, including: Panasonic, Philips, John Deere, FedEx, and many others.

My strength is my ability to understand and explain complex technical issues. I also have a deep understanding of international usability, technical, and cultural issues. And, on a personal level, I'm particularly excited about what the Internet will become when the next billion users come online -- most of whom do not speak English.

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

Comment:
I've done informal work through the W3C to advance its internationalization best practices. I'm also a fellow with the Society for New Communications Research. I also recently worked with Steve Crocker to create a detailed visual map of DNSEC deployment around the world. I'd be happy to share a draft of this map upon request. I'm also active in a number of environmental causes. I wrote a novel recently about the battle to protect endangered species: The Tourist Trail (www.thetouristtrail.com).

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

Comment:
http://www.bytelevel.com
http://www.globalbydesign.com

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

Comment:
For starters, I understand how to balance the needs of many parties, while still making forward progress. Regarding ICANN, I offer a balance of technical expertise, cultural sensitivity, and the ability to get things done. Finally, my experience working with hundreds of corporate marketing departments will shed light on why companies will (and won't) adopt gTLDs. I've been on many meetings so far where gTLDs have come up and I know many of the obstacles the marketing execs are dealing with right now (and they're not just financial).

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

Comment:
I have been one of the point people in evangelizing IDNs across large multinationals; I understand software product implications, including security, usability, backwards compatibility.

At Byte Level Research, I provide a similar service to many of the Fortune 100. I have spoken with high-level execs at companies on three continents regarding IDNs and ccTLDs relative to branding, deployment, costs, and security implications.

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

Comment:
I would help ICANN move forward on IDN implementation in a way that minimizes conflict with the registrars and registries while also pushing software developers to implement support (something that is sorely lacking right now). I have seen first-hand the implementation challenges of the web browsers and mail servers (I'm including IMA/EAI).

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

Comment:
While policy is core to what ICANN does, there is also the element of understanding what it takes for a software developer and registry to implement this policy. Right now, there is a gap between ICANN, the registries, and the software community. For IDNs to move ahead, this gap needs to be bridged and I can help.

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

Comment:
I have spent the last decade viewing the Internet through the eyes of many web users around the world -- many of whom do not speak English nor have a decent Internet connection. I've also traveled through Africa and have a solid understanding of the wireless ecosystem there.

I will advocate not just on behalf of the 1.7 billion current Internet users, but the next billion Internet users.

And I will work to ensure that the Internet evolves at a pace that does not put users at risk, nor puts strain on existing infrastructure and software. In other words, I plan to push forward aggressively, but not recklessly.

Finally, I'll bring a great deal of passion to the job.

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

Comment:
I recently published a revised edition of my book The Art of the Global Gateway. This book has been used over the years by several hundred companies. The book explains ccTLDs and IDNs.

http://bytelevel.com/books/gateway/

IDNs are a huge source of confusion -- even among some of the companies expected to implement them -- and I have hands-on experience educating and evangelizing. It's something that I've done for many years and will continue to do. I'd love to also play a role doing so at ICANN.