

Denise Michel

Resume, SSR2 Review

Facebook, Inc.

Domain Name System Strategy & Management, 2015 – present

Responsible for developing and executing strategies to support the Internet identifier needs of Facebook, Inc. worldwide.

- Established and managing Facebook's ICANN-accredited registrar.
- Guiding research and metrics development to measure DNS abuse, and the health of the Internet's unique identifier system and impact on Facebook and Internet users.
- Acquiring domain names, and managing and protecting the corporate domain portfolio serving all Facebook entities.
- Directing frontline enforcement against abusive and infringing domain names and mobile apps, including overseeing investigations and actions to mitigate malware, phishing, spam, etc.
- Advising on IPv4 address space acquisition.
- Participating in red team exercises and security reviews related to Facebook DNS operations.
- Representing Facebook in national and international fora to help promote Internet security, stability and resiliency and a healthy DNS ecosystem, and mitigate DNS abuse.

ICANN

VP of Strategic Initiatives, Advisor to the President & CEO, VP of International Policy, Executive Director, At-Large, 2001 – 2015

- Directed global programs, public advocacy and strategic development; coordinated with governments, law enforcement, cyber security experts, multilateral organizations, multinational companies, trade associations and NGOs worldwide; managed multi-stakeholder DNS policy development, education, and outreach efforts. Key efforts resulted in global policies and processes for new gTLDs, internationalized top-level domain names, WHOIS improvements, banning certain gTLD registration practices that contributed to cyber fraud, and enabling IPv6 address allocations.
- Managed development of ICANN's new Five-year strategic plan; identified emerging risks and opportunities and created broad consensus for new direction and priorities.
- Managed Affirmation of Commitment Reviews for Accountability & Transparency, SSR, and WHOIS.
- Built global policy department, recruiting and managing 15+ professionals in 7 countries to advance international Internet policies and support SSAC, ALAC, ASO, ccNSO and GNSO.
- Helped design and drive creation of a global advocacy and decision-making framework to represent the world's Internet end-users in ICANN (At-Large).

Entrepreneur & Consultant

Seattle and Silicon Valley, 1996 – 2000

- Co-founded Revenue Enhancement Solutions, a technology company that provided Internet-based merchandising and operational inventory systems; managed multiple elements of start-up; sold pricing software product rights in 2000 for 10 x ROI. Provided start-ups with consulting services, including strategic planning, business development, and market research.

U.S. Department of Commerce

Senior Technology Advisor, 1993-1995

- Appointed by President Clinton to help manage the creation and implementation of the world's first comprehensive, national Internet initiative, and provide leadership on other strategic technology initiatives; coordinated 15+ staff and multiple senior-level, cross- departmental groups in helping to create and execute the country's first plan to advance the Internet; oversaw public/private sector collaboration, and coordinated inter-agency programs and \$10 million+ budgets; managed senior industry advisory committees, and worked closely with White House and Congressional staff, senior executives in multiple U.S. and international agencies, and private companies; assisted with the development and execution of a variety of ground-breaking Internet efforts, including intellectual property safeguards, privacy protections, putting federal services on the Net, industry-led interoperability standards, high-speed switching research, and grants to spur Net applications and access.

American Electronics Association

Director of Technology and Education Policy, 1989-1993

- Created a new technology and education policy division for AEA, a trade association that had 3000+ U.S. high-tech companies; managed multiple projects from idea creation to program implementation, helping to enact the High Performance Computing & Communications Initiative (precursor to Internet) and establish the Supercomputing Consortium; helped create "Tech Day" on Capitol Hill.

National Science Foundation

Federal Relations Manager, 1987-1988

U.S. Senate

Legislative Assistant, 1983-1986